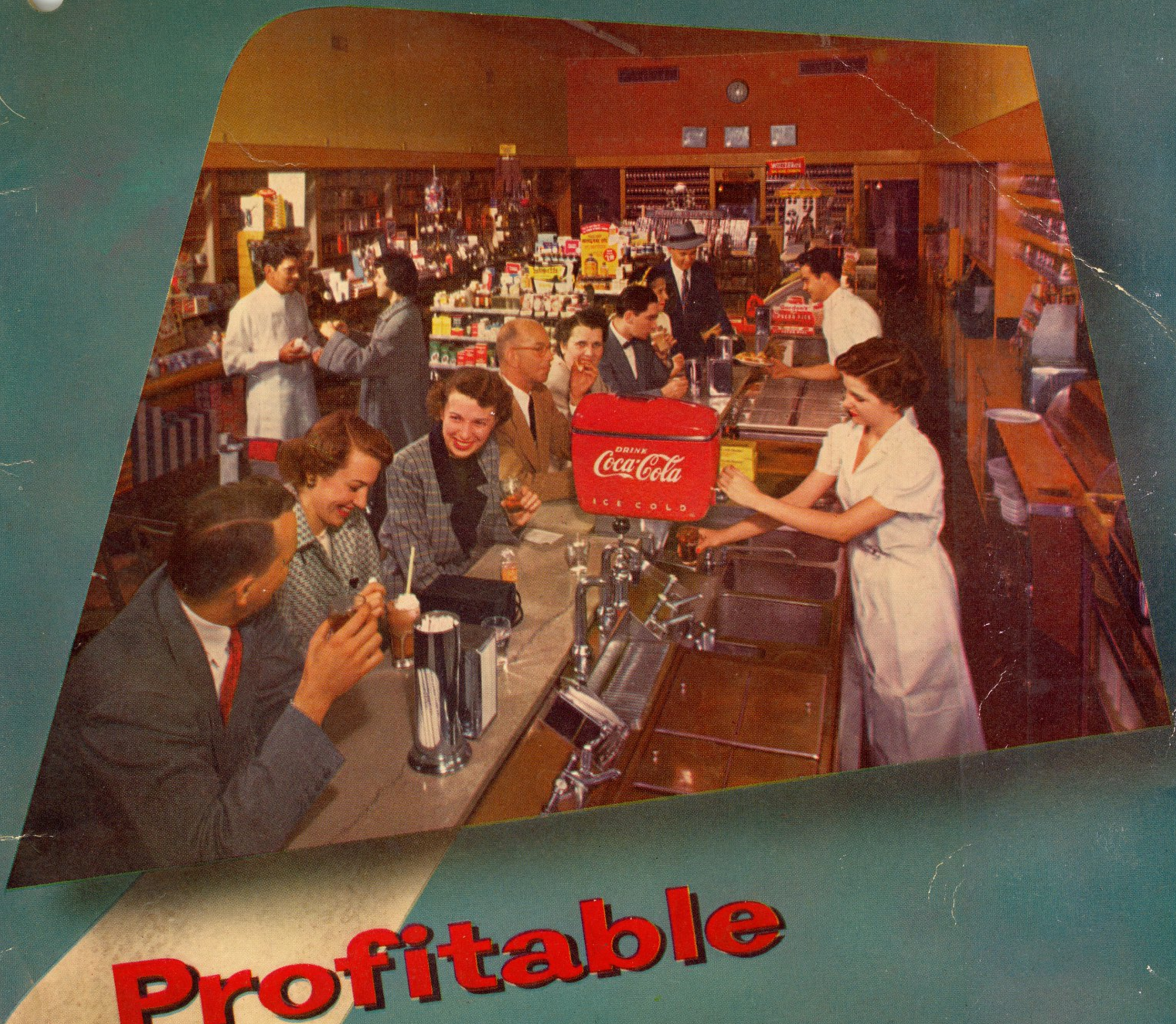

Profitable Soda Fountain Operation

PROFITABLE SODA FOUNTAIN OPERATION

This is a booklet which you are sure to find of tremendous value in meeting the daily questions and problems of soda fountain operation. The information presented here has been gathered from all sections of the country and is based on the varied experiences of thousands of fountain operators. It is offered for the guidance of all who serve at the fountain—from the owner to the newest and least experienced employee.

PUBLISHED BY THE COCA-COLA COMPANY AS A SERVICE TO THE AMERICAN SODA FOUNTAIN

REV. 1-54

This copy of "Profitable Soda Fountain Operation"
has been presented to:

SMALLEY

on 7-16 19 57

as an aid to a better and a more profitable
soda fountain operation.

JOEL RYNNING

Representing

THE COCA-COLA COMPANY

PLANT OPERATOR X-5674

"Coca-Cola" and its abbreviation "Coke" are the registered trade-marks which identify the product of The Coca-Cola Company.

Printed in U. S. A.

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It pays . . .

to push the fountain

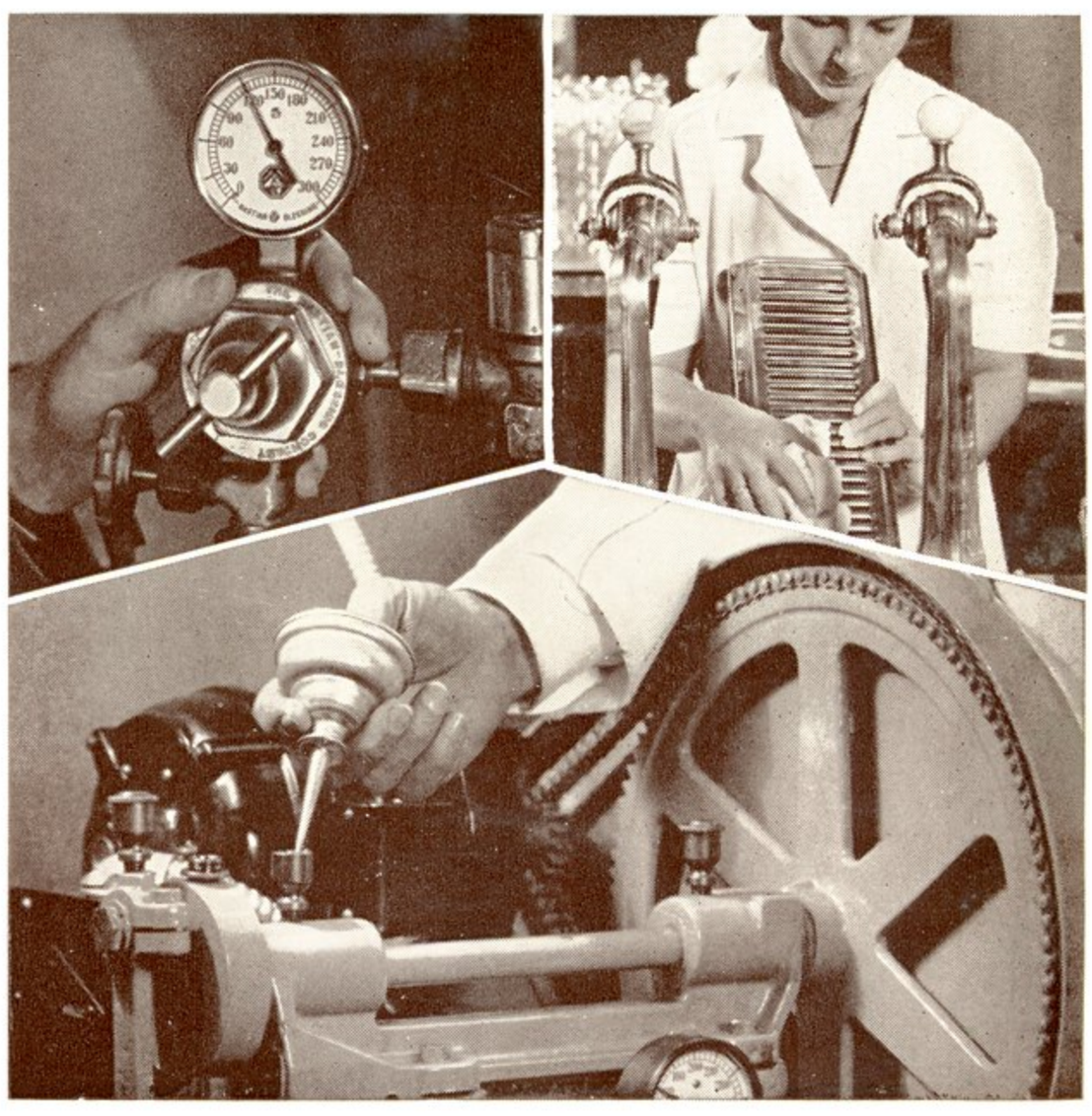
The fountain leads in store traffic . . .

The fountain leads in profit . . .

The fountain leads in the creation of secondary sales.

Three Proved Principles Increase Fountain Sales and Profits

1 Careful Selection and Training of Sales People



2 Proper Operation and Care of Fountain Equipment

3 Complete Merchandising of the Soda Fountain

Plans, ideas, and suggestions on these three vital principles are given in detail. These suggestions will help you to increase your fountain sales and profits. They are equally helpful to the experienced fountain operator or the newest attendant and should be thoroughly studied by all fountain personnel.

Selecting Fountain Personnel

Careful selection is the first step. There is no other way to build a sales organization capable of increasing your fountain sales. Careful selection helps reduce labor costs through more efficient operation and a lower turnover of fountain personnel. In selecting applicants, many operators look for these characteristics:

1. *Personal Appearance*

Does the applicant

—dress neatly?
—present a wholesome appearance?
—give an impression of good health and cleanliness?

2. *Pleasant Expression and Voice*

A pleasant expression and a pleasing voice are assets which immediately register favorably with your customers.

3. *Courteous and Genial Disposition*

Fountain attendants are sales people. They should have the qualities of sales people. The ability to win friends and build a following of loyal customers helps increase sales.

4. *Honesty and Sincerity*

These qualities are of prime importance. They determine the maintenance of long-term customer relationships and influence the good will of the general public. They also assure the protection of your business, profits, and property.

5. *Ambition*

Applicant should

—have aims for the future and an urge to improve and develop;
—have a sense of pride in a job well done;
—have ambition in keeping with the real possibilities of the situation.

6. *Enthusiasm*

Applicant should have the enthusiasm and personality

—to make friends readily;
—to carry conviction in his sales efforts;
—to carry assignments to a quick completion without constant supervision.

Remember these selection factors when you interview applicants. When you get a positive reaction on a majority of the above points, you have greatly improved your chances of selecting the right person for the sales job. You will save the time, expense, and headaches of trying to train people not suited for fountain sales work.

The training program which follows has been put in pamphlet form so that fountain attendants can study it at their convenience. Pamphlets can be secured from your Coca-Cola salesman or by writing to the Fountain Sales Department, The Coca-Cola Company, P. O. Drawer 1734, Atlanta 1, Georgia. These pamphlets are supplied in reasonable numbers without charge.

PERSONNEL –Training

These 16 Basic Steps Lead to Courteous Service at Your Fountain

Service that pleases customers builds fountain sales to new high levels. The following guide is addressed directly to the new fountain attendant. But everybody who serves at your soda fountain can benefit by studying the text and illustrations in this guide.

1. Be Alert

As a fountain sales person, you have checked your personal appearance. Your uniform is crisp and fresh. Your face, hands, and hair are well groomed. You are ready for your first customer. It's a big part of your job to welcome the customer. Be alert so that you can see customers approaching, and be ready to greet them with a pleasant smile.

2. Greet The Customer

Customers like to know that you know they are there. So greet them with a cordial "Good morning—may I serve you please?" or "Good afternoon—may I take your order?" Remember, people buy satisfaction as well as merchandise. A courteous, pleasant beginning often results in increased sales and new customers for the fountain and for the whole store.

3. Acknowledge Customer's Presence

If a customer steps up to the counter while you are busy serving someone else, acknowledge his presence with a nod of your head and a pleasant smile. Then, when you are able to wait on him, say something like this, "Sorry to keep you waiting," or "Thank you for waiting—may I serve you now?" This offsets the annoyance of waiting.

4. Show Interest in Customer

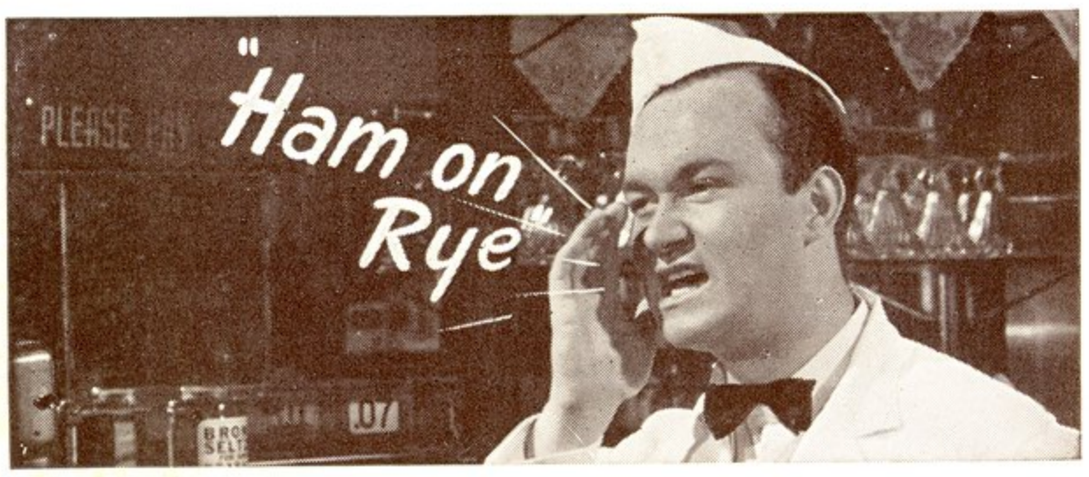
A word to the customer now and then to let him know that you appreciate his business is often desirable. It means a lot to the customer to be recognized and to realize you are interested. Of course, you can't carry on a conversation with every customer. However, a short personal greeting frequently goes a long way toward building customer good will.

5. Understand the Order

Be sure you understand the order before you attempt to fill it. Then you don't have to lose time and waste material changing the order later.

6. Suggest Related Items

When a customer asks "What's good?"—be specific. Name the day's specialty or most popular item. With a sandwich or a plate special, suggest a profitable beverage such as Coca-Cola. When the customer is nearly finished with his main order, suggest that he have dessert. If he orders pastry, suggest ice cream to go with it. If he orders ice cream, ask "Would you like a piece of cake, too?" People appreciate a friendly interest in their wants. The result is increased sales and steady customers.



7. Transmit Orders Quietly

When you have to transmit an order, do so quietly. People resent having their selections yelled out for all in the store to hear.

8. Serve a Group at One Time

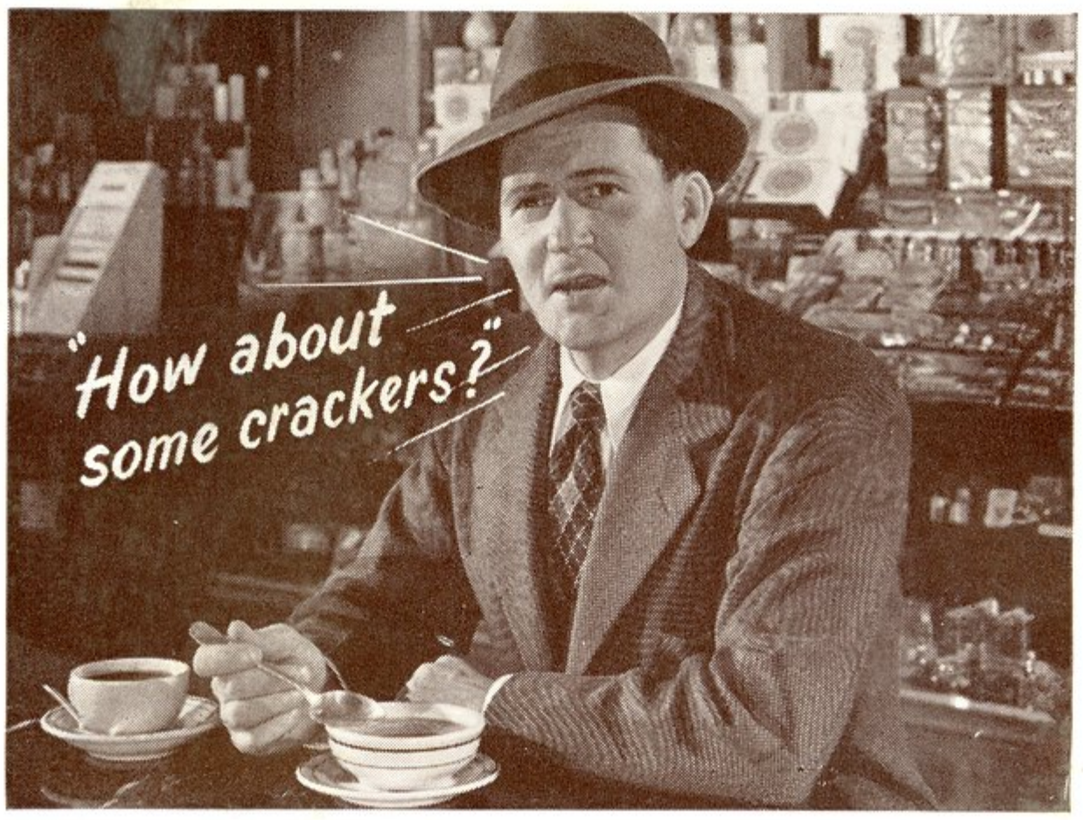
When people come in together or sit together, they want to eat together. So take their orders and serve them at the same time. Prompt service to all pleases people and frees table, booth or counter space for the next group of customers.

9. Serve Beverages Carefully

Serve all beverages *inside* the cup or glass. Leave a little space at the top. Customers dislike drinks served with the contents running over or where it is impossible to consume the beverage without spilling. Always be sure to keep fingers outside and well below drinking area.

10. Serve Beverage With Order

Make it a rule to serve the beverage with food order—unless the customer instructs otherwise. This allows the customer to enjoy both together.



11. Anticipate Customer's Needs

Customers like to have their needs anticipated. They appreciate getting crackers with soup. They want the right silverware and the necessary condiments, such as salt, pepper, sugar and sauces. Customers don't like to feel neglected. They shouldn't have to remind you of their needs. Your customers are your guests—treat them as guests.

12. Double Check Every Check

Make it a point never to guess at prices. Always look at the menu and make sure if there is any doubt in your mind. In this way you will avoid either overcharging the customer or causing your store to lose money.

13. Thank Customer

When you finish serving the customer, thank him and give him the check. People hate to wait. Waiting for a check is particularly annoying. It may destroy all the good will created by a pleasant greeting and prompt courteous service.

14. Handle Complaints Tactfully

Listen with respectful attention to any complaint a customer may make. Keep quiet. Let the customer talk and "get it off his chest." Don't argue. Satisfy him immediately within the limits of the store's policy, or call the manager and explain the situation yourself in the customer's presence. Be fair—or more than fair. Remember, there's no profit in winning an argument and losing a customer. Abide by the settlement as cheerfully as if nothing had happened.

15. Clean Up

Always make sure that each new customer finds a clean, appetizing, and inviting counter or table. As soon as a customer leaves, remove all used glasses, dishes, silverware and napkins. See that the table or counter slab is carefully wiped and perfectly dry. Nothing loses customers as quickly as sticky surfaces that soil clothes.

16. Make Friends for the Store

You, and you alone, can make the place where you work a friendly store, a popular store—one that people like to come back to. You are not just a cog in a machine. You are a salesman employed in your employer's most important department. The soda fountain is a permanent and ever-growing business. There is a bright and prosperous future in it—for those who do a good job.

GOOD WILL BUILDERS

Personal Appearance **Pleasant Expression**
Friendly Voice **Enthusiasm**
Interest in Customer

OPERATION–
Dispensing

Proper Dispensing Adds the Customer-Appeal of Taste and Quality to all Carbonated Beverages

Proper dispensing is the final step which makes all your investment in soda fountain equipment and materials pay out. Here is the correct way to dispense many of the drinks you serve at the fountain. Coca-Cola is used as an example, but the same principles apply to carbonated beverages of all kinds.

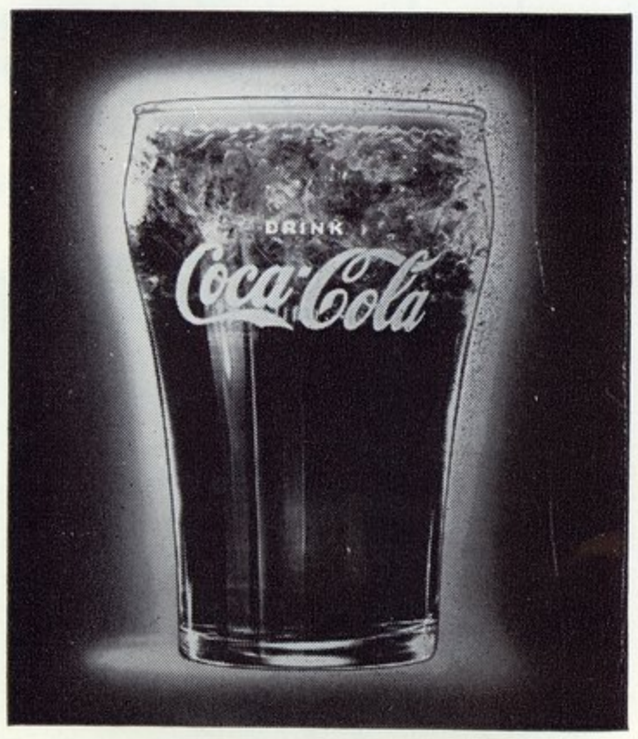
1. Always use a clean, thin-blown glass—and preferably the standard glass for Coca-Cola.

2. Use a full measure of syrup—one-sixth the maximum content of the standard glass.

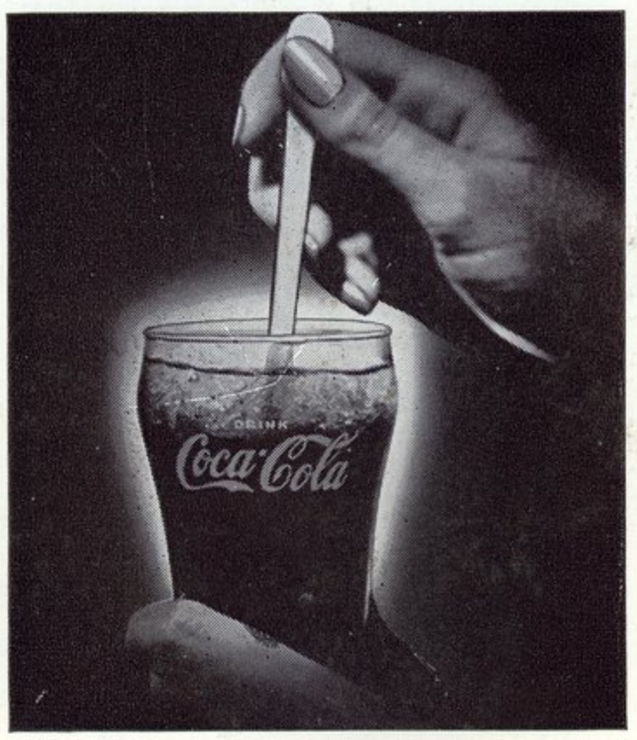
3. Add one standard scoop of finely-chipped ice. Avoid lump ice and ice like snow.

4. Draw off the warm water standing in the draft arm and carbonated water line.

5. Let water glide gently down side of glass held at an angle close to the nozzle.



6. Leave a quarter-inch serving level so that the drink will not overflow and spill.

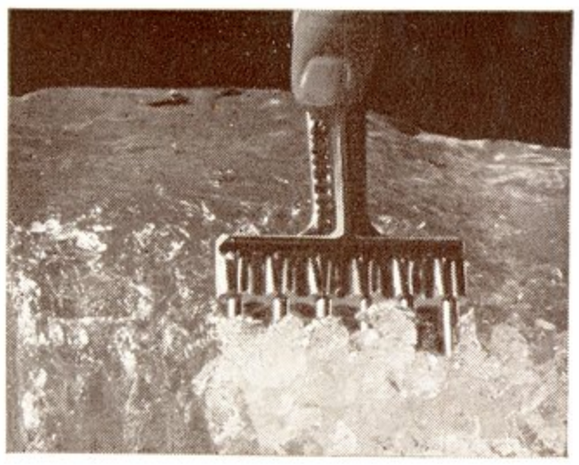


7. Mix with spoon—using 4 or 5 gentle upward strokes. Avoid over-stirring.

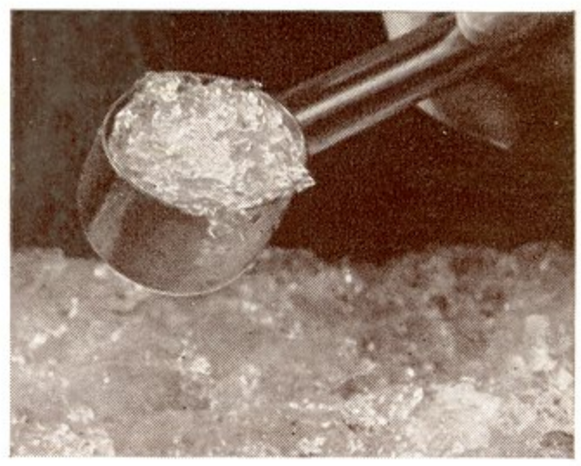
8. Serve with a smile.

Proper Dispensing Calls for the Right Amount of Finely-Chipped Ice

Here are two items of auxiliary equipment which are a great help in the dispensing of quality drinks at the soda fountain. One chips ice to the right size for fountain drinks. The other accurately measures the right amount of ice.



The Six-Pronged Chipper — Chips ice just right for use at the fountain. Not too fine . . . not too large. Easy to use and works fast. A necessity at every fountain.



The Non-Corrosive Ice Scoop — Measures ice just right. Not too much . . . not too little for each glass of Coca-Cola you serve.

Chipper and Scoop are negligible in cost. Your wholesaler has them.

An Ounce of Ice is Enough

Too much ice looks like this.

This is all the liquid the customer gets when too much ice is used.

The right amount of ice looks like this.

The customer gets a full measure of liquid. Proportions are just right and the drink stays cold.

Your Stock of Coca-Cola Syrup Deserves this Care

Every package of Coca-Cola Syrup represents an important investment of your money. Protect this investment by following these simple rules:

1. Buy Your Supply of Syrup Weekly

Weekly buying reduces hazards of storage . . . helps you maintain your standards of quality . . . and makes more money for you through rapid turnover on small investment. Order one week's supply of Coke syrup at a time.

2. Store Your Supply of Syrup Properly

Store syrup in coolest place possible. Avoid furnace, radiators, hot water heater, and all hot water lines.

3. Always Pre-chill the "Next Gallon"

Pre-chill at least one gallon of syrup in the dry cold compartment of the fountain for refilling syrup jars or dispenser. This helps insure proper temperature of drink, maintain quality.

4. Use Earliest Dated Syrup First

Rotate your syrup by always using oldest dated stock first. This practice protects the bouquet and distinctive flavor of Coca-Cola, helps insure drinks of uniform quality.

Each carton of Coca-Cola syrup shows date of manufacture in red. Letter identifies syrup manufacturing plant. First numeral is month, then date, then year. (Carton illustrated shows date of January 4, 1954.)

OPERATION–
Housekeeping

Make CLEANLINESS the Keynote at Your Fountain

1. Clean Up and Wipe all Tables and Counters Promptly

Pick up used glasses, dishes, silverware and napkins immediately after a customer leaves. This provides an appetizing and inviting table or counter for the next patron. It is the secret of always having a clean, sparkling fountain.

2. Keep Counters and Tables Clean and Dry

Be sure to wipe counters and table tops clean and dry after you have removed all soiled dishes. Nothing loses customers as quickly as sticky tables or counters that stain clothes.

3. Keep Sinks, Workboards and Drainboards Neat and Orderly

Customers can see most of your fountain operation. Remember, there is appetite-appeal in what the eyes see. To make your fountain appealing, keep sinks, workboards and drainboards free from soiled dishes, glasses, and dirty dish water.

Clean up as you go and you make the job easier. Also, you will find that you save time.

Sales depend on what people see as well as on quality and service. If your fountain looks clean, spotless, and inviting, customers are favorably impressed. They will keep coming back. Here are three simple housekeeping suggestions. If followed consistently, they will help give your fountain customer-appeal.

FOUNTAIN HOUSEKEEPING TIPS:

—Remove used dishes and glassware after each customer . . .

—Be sure to wipe counters and table tops clean and dry . . .

—Keep sinks, workboards and drainboards cleared for action.

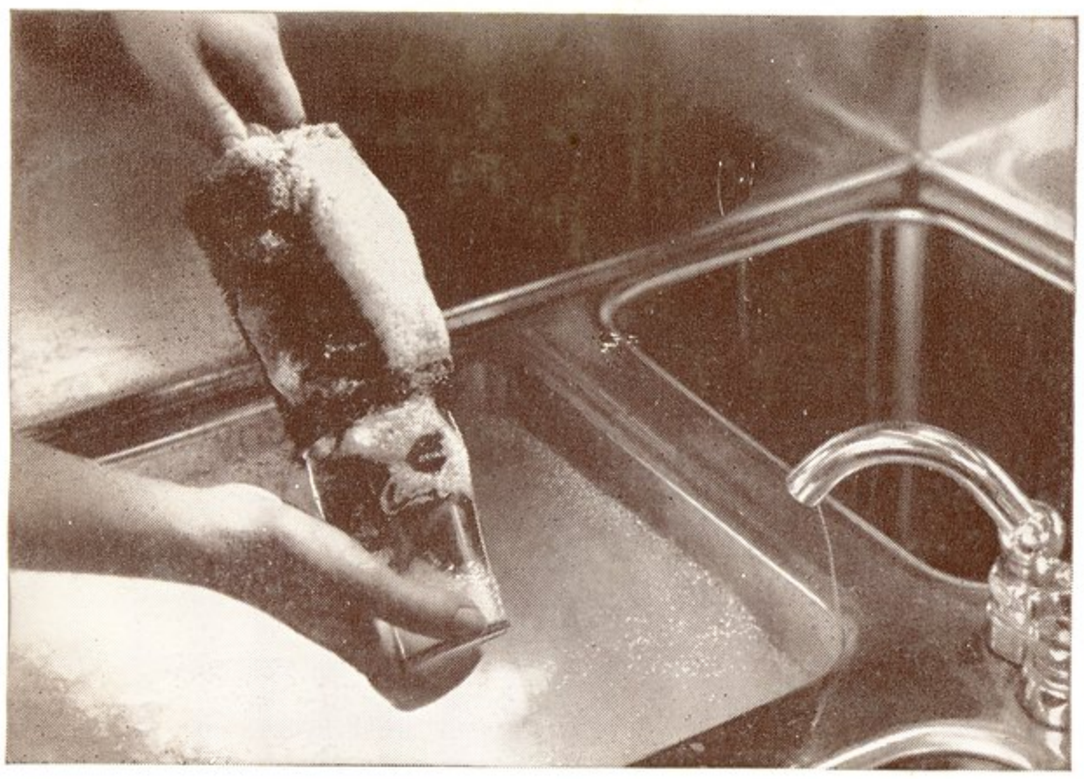
OPERATION–
Washing Glassware

CLEAN . . . SANITARY . . . SPARKLING GLASSWARE –

a fundamental requirement for continued success in soda fountain operation.

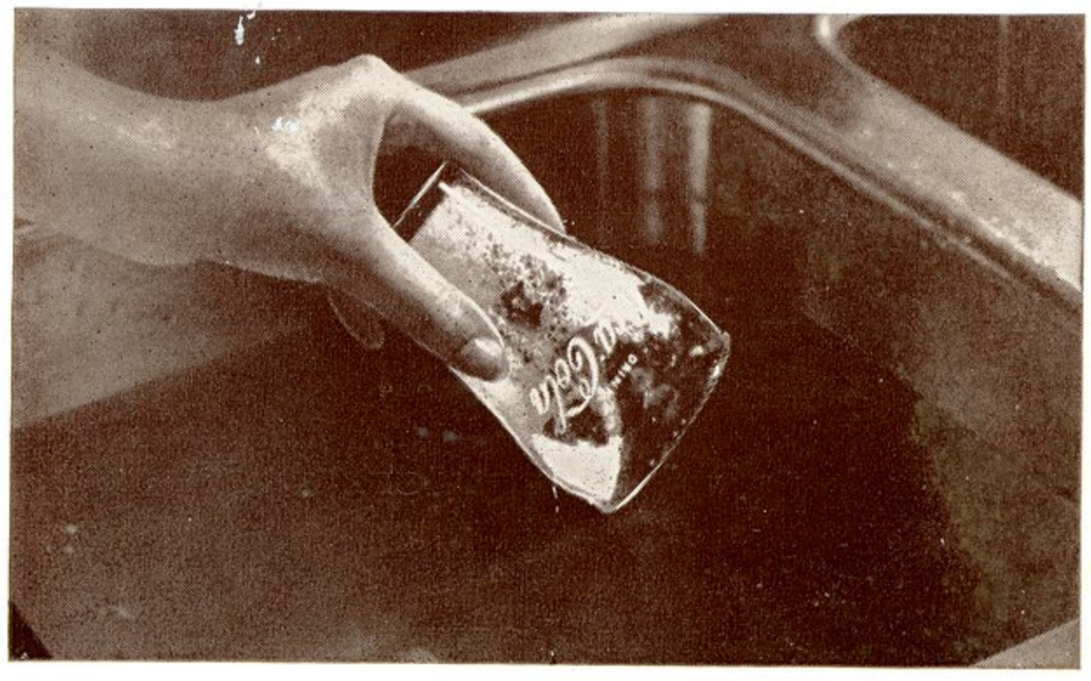
You will find below a sound method for cleaning glassware. Remember, however, regulations vary in different states and even in different cities within a state. Contact your local Department of Public Health to determine what the requirements are.

1. WASH



Wash glasses in warm water, using soap and a stiff brush. Change the water frequently.

2. RINSE



Rinse glasses thoroughly in clear, running water.

3. DIP

Dip glasses in a chlorine solution or a sanitizer approved by your local health authorities. A good solution can be made by adding one teaspoonful of any of the commercial laundry bleaches to one gallon of water. Scalding water (180° F. or more) may be used instead of the chlorine solution if the glasses are immersed for 1 minute or more.

4. DRAIN

Drain glasses for 1 minute or more. Do not wipe.

Improperly washed glasses *repel customers*

These two glasses have not been thoroughly washed. The dull appearance in the empty glass indicates the presence of grease or butterfat. When grease or butterfat is present, gas bubbles form. The result is always reduced carbonation, unappetizing appearance, and a flat taste.

Properly washed glasses *build business*

These sparkling glasses have been properly washed. A drink served in a clean glass has no tell-tale gas bubbles. There is no grease, no butterfat to liberate carbonation. The drink looks appetizing . . . it tastes appetizing . . . it *is* appetizing.

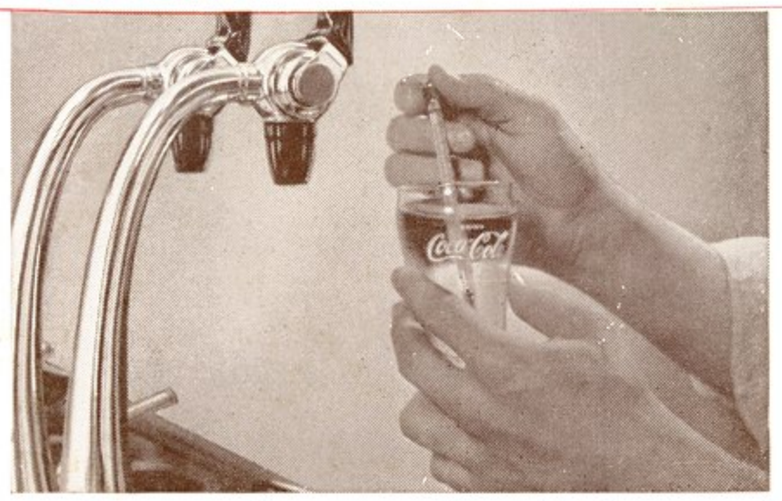
A Practical WORK Schedule for Your Fountain

On this and the following two pages, you will find an illustrated work schedule for the soda fountain. The assignment of each job to fountain personnel results in a smooth and efficient operation.

OPENING JOBS

1. Check CO_2 gas to be sure that supply is not low.

Assigned.....



2. Draw off a couple of glasses of carbonated water to clear the lines, then take temperature—it should be 38° or lower.

Assigned.....

3. If temperature is over 38°, call your refrigeration service man to make the necessary adjustments.

Assigned.....

4. Fill and replace chocolate jar.

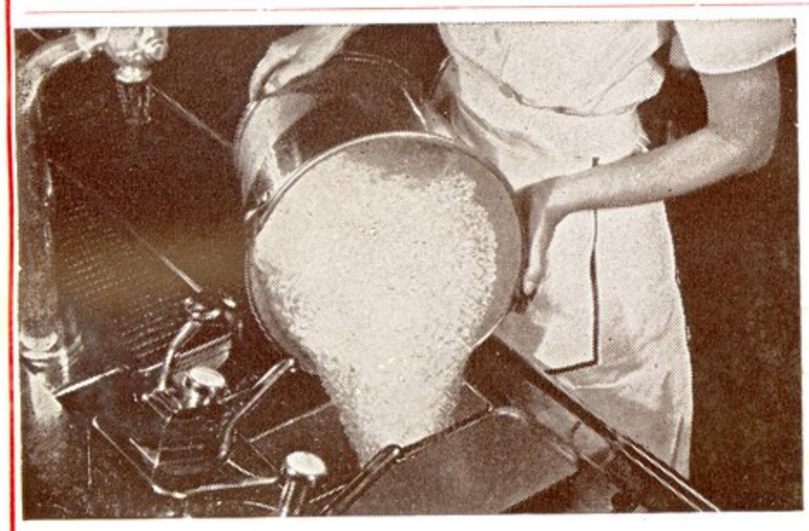
Assigned.....

5. Check milk, whipped cream, and ice cream supply.

Assigned.....

6. Ice the fountain dispenser and check its syrup supply.

Assigned.....

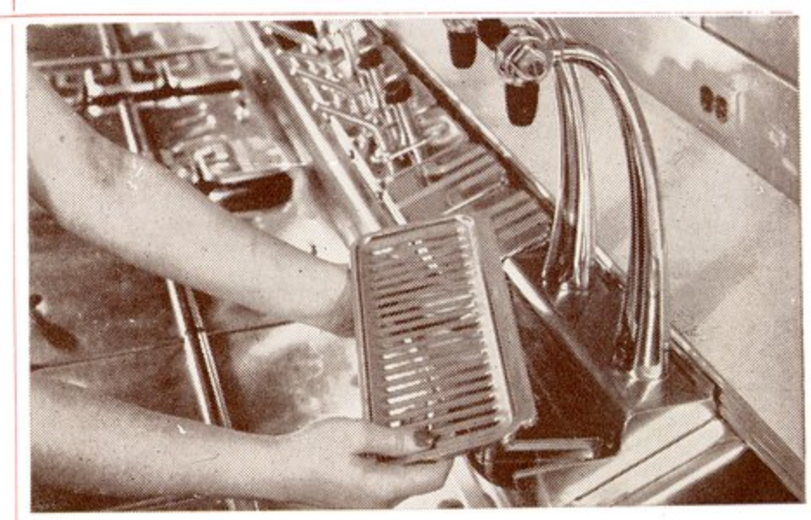


7. Arrange for supply of chipped ice. Check linen, towels, uniforms, aprons, etc.

Assigned.....

8. Check and arrange supplies needed during day in dry cold and storage compartments.

Assigned.....



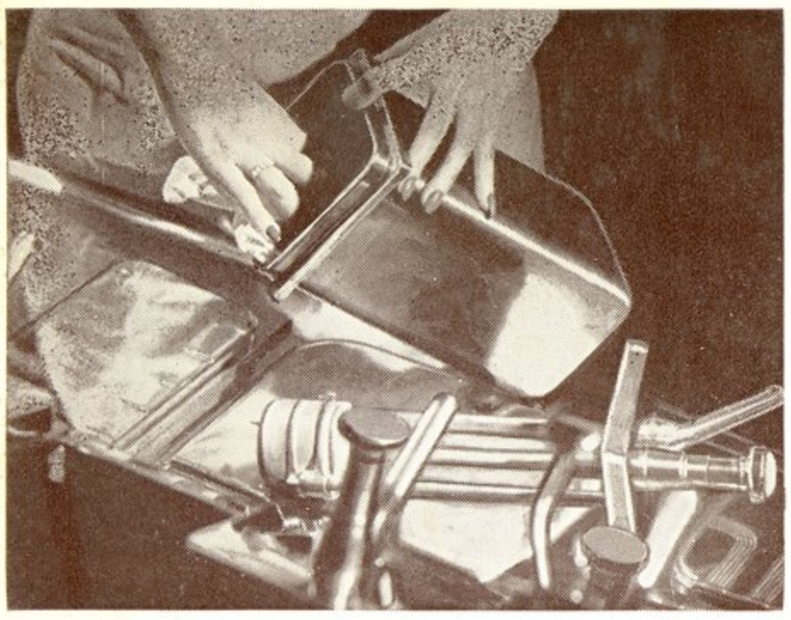
9. Wash with soap and warm water: Counter slab and base, backbar slab, tables, workboard, drain board, cabinet tops, drip plates.

Assigned.....

10. Note here other opening instructions and assignments such as cleaning steam and salad tables, checking condiment supplies, and arranging displays:

Job	Assigned	Job	Assigned

CLOSING JOBS



1. Check contents of all syrup jars. Wash and refill those that do not contain a supply sufficient to fill next day's needs.

Assigned .....

2. Remove chocolate syrup from jar and place in refrigerator. Wash jar and pump but do not refill until the following morning.

Assigned .....

3. If milk pump is used, remove milk and place in refrigerator. Wash and scald pump and milk can and place on counter to dry.

Assigned .....

4. Clean tops of fruit jars with towel dipped in hot water.

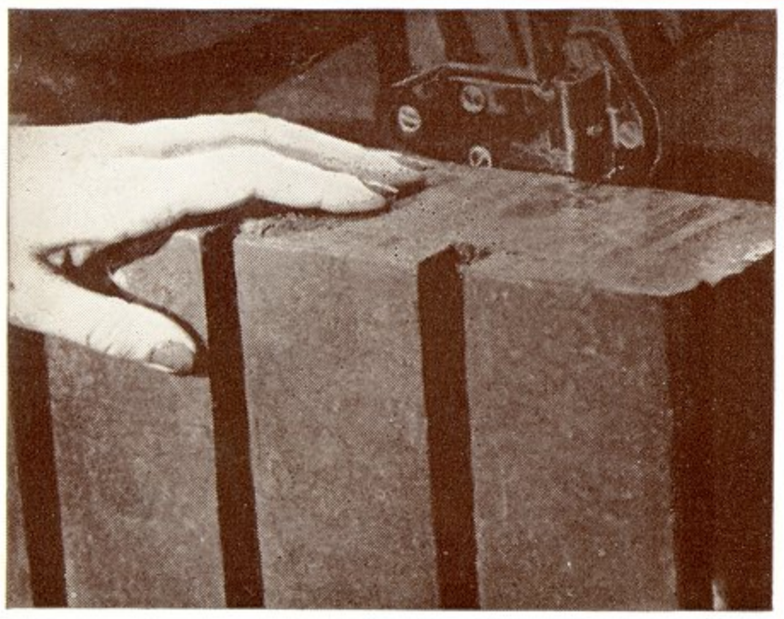
Assigned .....

5. Check silverware. Polish and wash if needed; wipe thoroughly dry.

Assigned .....

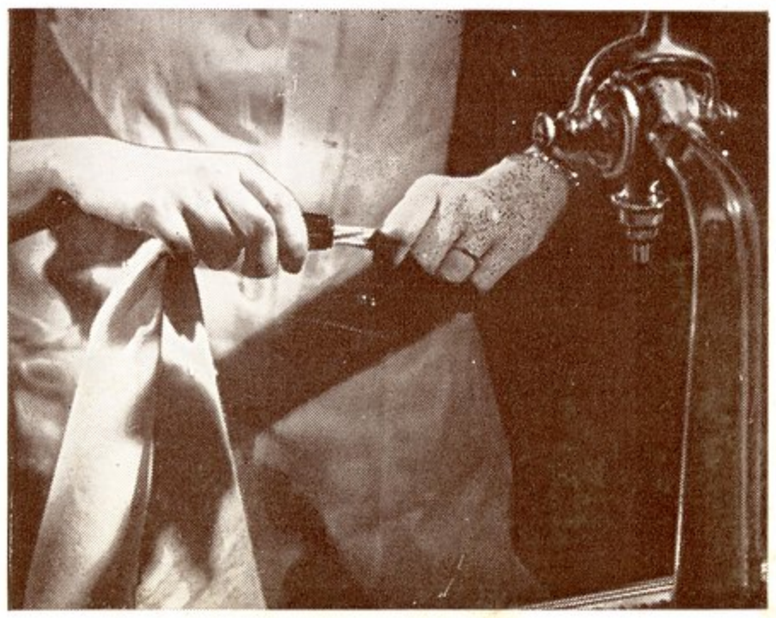
6. Scour refuse chute, glass rinser and disher vats.

Assigned .....



7. Clean floor and rack or mat on floor behind fountain. Set racks or mats in open to dry.

Assigned .....



8. Check draft arms for leaks. Remove and clean nozzles. Clean nozzle of fountain dispenser.

Assigned .....

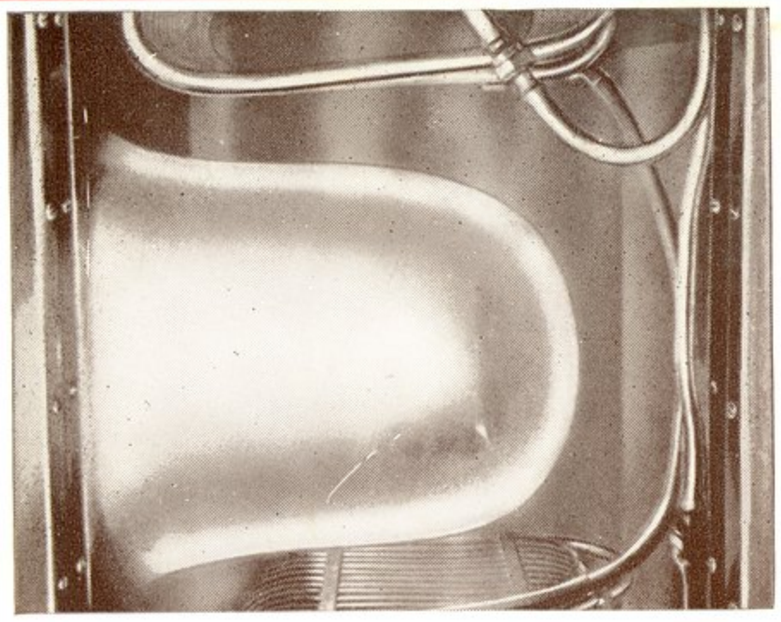
9. Fill fountain dispenser with precooled syrup. Wipe dispenser body clean and bright.

Assigned .....

10. Note here other closing instructions and assignments such as turning off coffee urns, fudge warmers and other similar equipment.

Job	Assigned	Job	Assigned

WEEKLY JOBS



1. If you have a wet refrigeration system, change water bath in cooler box. Thoroughly clean box and coils at least every other week.

Assigned.....

2. Remove each lid of ice cream cabinets. Scour underside of lids with soap and water.

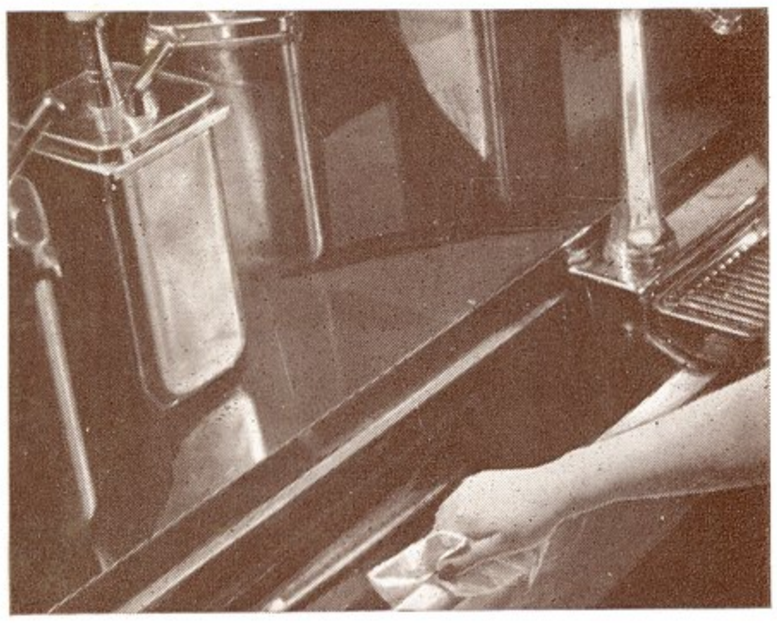
Assigned.....

3. Defrost ice cream sleeves. Use only a spatula, ice cream spade, or other blunt instrument.

Assigned.....

4. Clean dry cold and storage compartments thoroughly with soda and warm water.

Assigned.....



5. Remove syrup jars. Clean syrup rail with towel dipped in soapy hot water. Rinse with cold water.

Assigned.....

6. Syrup pumps should be disassembled. All tubes cleaned by brushing and other surfaces thoroughly washed, rinsed and dried.

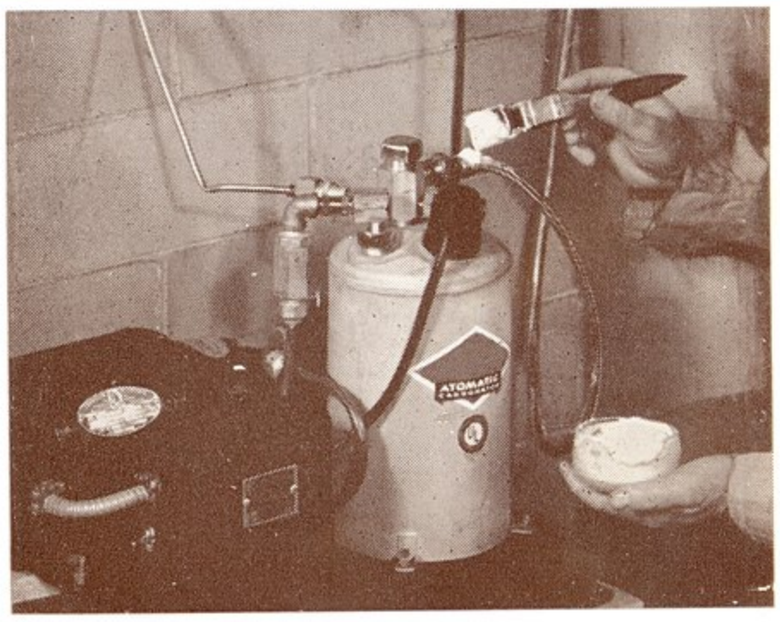
Assigned.....

7. Polish all silverware with silver polish. Then wash thoroughly, rinse, and dry.

Assigned.....

8. Clean fountain dispenser. (See Pages 36, 37 and 38 for complete instructions.)

Assigned.....



9. Check carbonator for leaks. (See Page 23 for instructions.)

Assigned.....

10. Note other weekly instructions and assignments here.

Job	Assigned	Job	Assigned

OPERATION—Refrigeration

COLD DRINKS build fountain volume

Two conditions must be maintained in order to bind and hold carbonic acid gas in water. They are:

(1) Pressure and (2) Adequate Refrigeration.

In a soda fountain, pressure—supplied by the gas drum and present throughout the system right to the draft arm—keeps the water carbonated.

Without adequate refrigeration, however, carbonation escapes rapidly after the water leaves the draft arm and is no longer under pressure. As a result, the fountain will fail in its primary objective—to serve cold, carbonated drinks of quality.

This chart clearly shows that carbonation in draft-arm drinks goes down as temperature goes up. In other words: the colder the water, the greater the carbonation. Hence, for sparkling, tingling, properly carbonated drinks at your fountain be sure that proper, efficient refrigeration makes and keeps your carbonated water ice cold.

It is impossible to serve *quality* drinks without proper refrigeration. A drink at 50° is like a prescription filled with only 75% of one important ingredient.

Quality goes down as temperature goes up

The figures below indicate how carbonation tends to decrease as the temperature of draft-arm drinks goes up. Anything that reduces carbonation lowers quality. Hence, correct refrigeration is one essential of quality products at every soda fountain.

Temperature of Drink	Carbonation	Loss of Carbonation
36°	100%	0
38°	96%	4%
40°	92%	8%
42°	88%	12%
44°	84%	16%
46°	81%	19%
48°	78%	22%
50°	75%	25%
52°	72%	28%
54°	69%	31%

Fountain Volume Starts with Chilled Syrup

The chart at the right shows the temperatures of finished drinks which result from the combination of syrup and carbonated water at various temperatures.

One ounce of syrup and five ounces of carbonated water—each at the temperatures indicated—were used to establish drink temperatures. Room temperature during the tests was 86.6°.

To determine what temperature a finished drink will be, follow the temperature of the syrup horizontally until you come to the column for the existing temperature of the carbonated water. For example: with syrup at 70° and carbonated water at 40°, the temperature of the finished drink is 47.6°.

Only the drink temperatures in red figures are correct for a quality drink.

TEMPERATURES OF FINISHED DRINKS

TEMPERATURE OF SYRUP	TEMPERATURE OF CARBONATED WATER 34	36	38	40	42	44	46	48	50
36	**37.3**	**38.9**	40.5	42.1	43.7	45.3	46.9	48.5	50.0
38	**37.8**	**39.3**	40.9	42.5	44.0	45.6	47.2	48.8	50.3
40	**38.2**	**39.7**	41.3	42.8	44.4	46.0	47.5	49.1	50.7
42	**38.5**	40.1	41.6	43.2	44.8	46.3	47.9	49.4	50.9
44	**38.9**	40.5	42.0	43.6	45.1	46.7	48.2	49.8	51.3
46	**39.3**	40.9	42.4	44.0	45.5	47.1	48.6	50.1	51.7
48	**39.8**	41.3	42.9	44.4	45.9	47.4	49.0	50.5	52.0
50	40.2	41.8	43.3	44.8	46.3	47.8	49.3	50.8	52.4
55	41.0	42.5	44.0	45.5	47.0	48.5	50.0	51.5	53.0
60	41.7	43.2	44.7	46.2	47.7	49.2	50.6	52.1	53.6
65	42.5	44.0	45.4	46.9	48.4	49.8	51.3	52.7	54.2
70	43.2	44.7	46.1	47.6	49.0	50.5	51.9	53.3	54.8
75	44.0	45.4	46.9	48.3	49.7	51.1	52.5	54.0	55.4
80	44.7	46.1	47.5	48.9	50.4	51.8	53.2	54.6	56.0

Pre-Cool Coca-Cola Syrup in Dry Cold Compartment

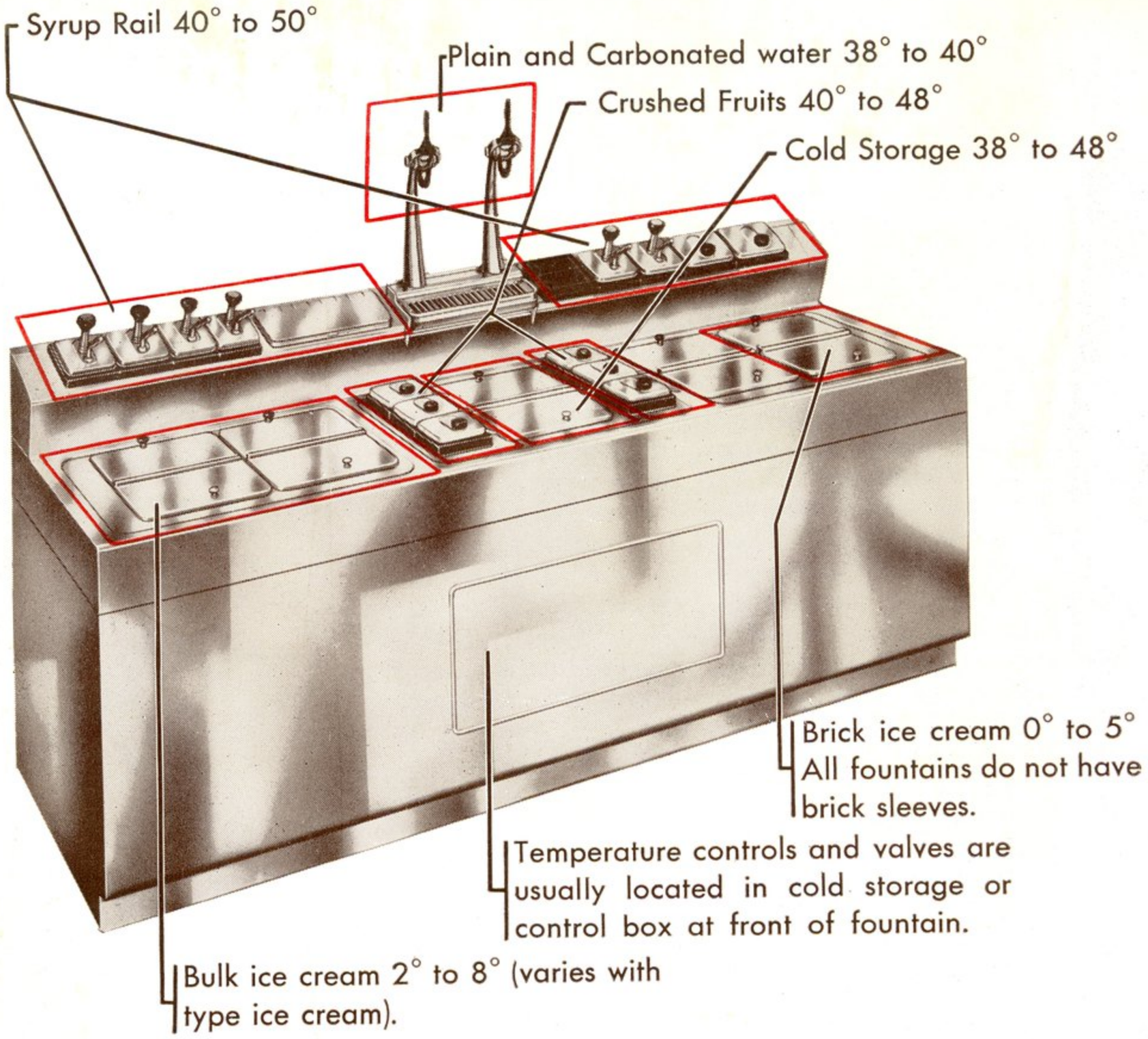
To reduce demand on the fountain refrigeration system, keep the "next gallon" of Coca-Cola and other fast-moving syrups ready for use in the dry cold compartment.

Refrigerating the Syrup Jars

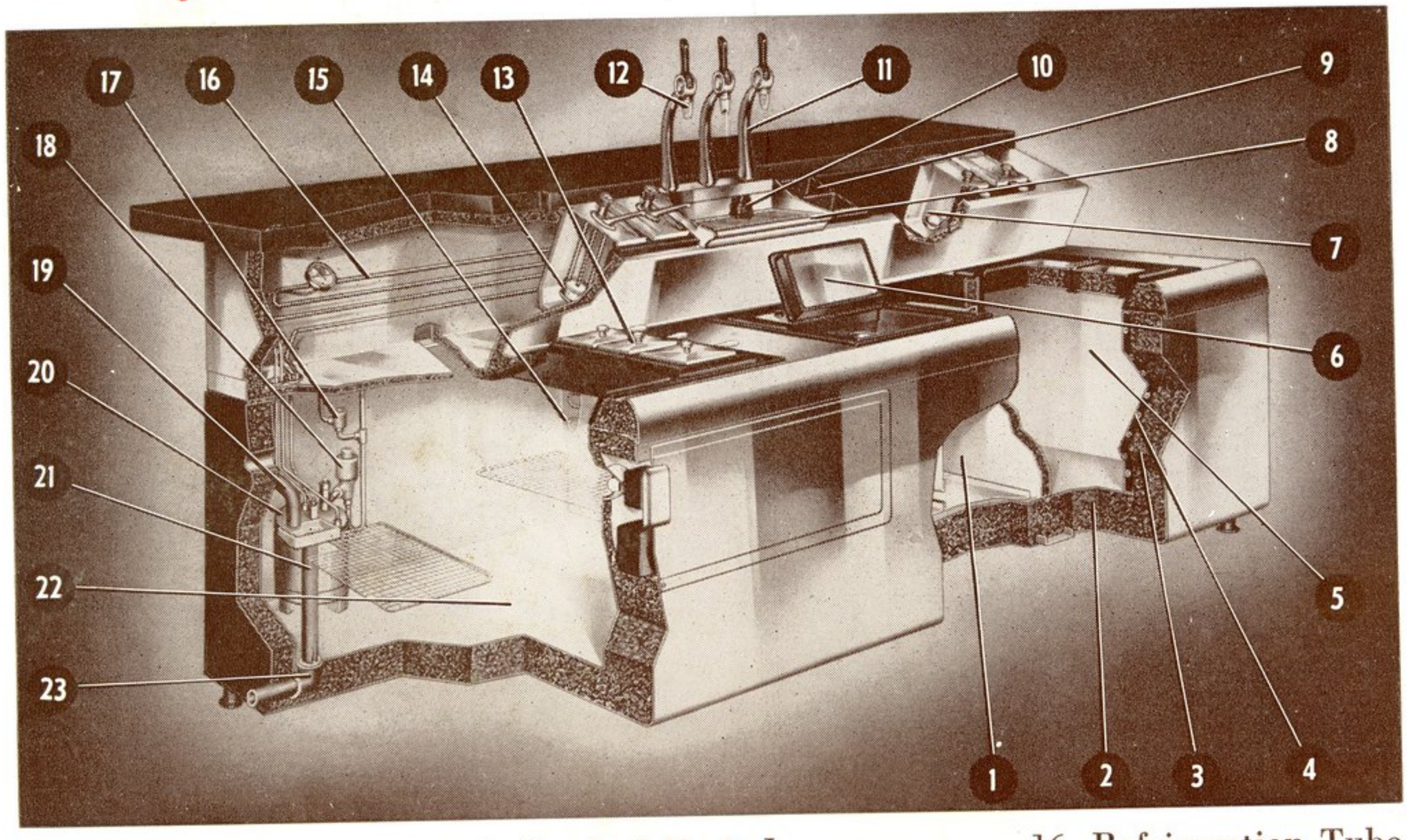
Most fountains provide a means of refrigerating syrup jars in the syrup rail. To maintain efficiency and protect syrup, remove syrup jars once each week and clean thoroughly.

FOUNTAIN REFRIGERATION GUIDE

Shown here are the proper temperature ranges for the various compartments of the soda fountain. Check temperatures frequently to make sure that your refrigeration system is functioning satisfactorily. If not, call your fountain service man to make the necessary adjustments.


Syrup Rail 40° to 50°
Plain and Carbonated water 38° to 40°
Crushed Fruits 40° to 48°
Cold Storage 38° to 48°
Brick ice cream 0° to 5°
All fountains do not have brick sleeves.
Temperature controls and valves are usually located in cold storage or control box at front of fountain.
Bulk ice cream 2° to 8° (varies with type ice cream).

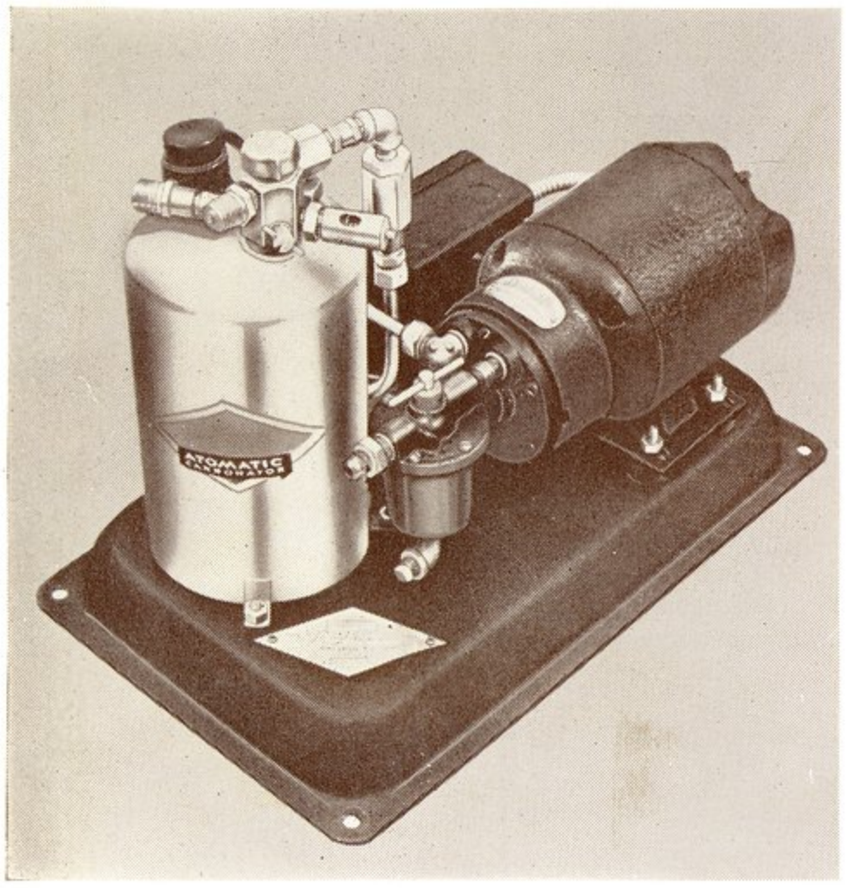
Cut-away view showing fountain construction

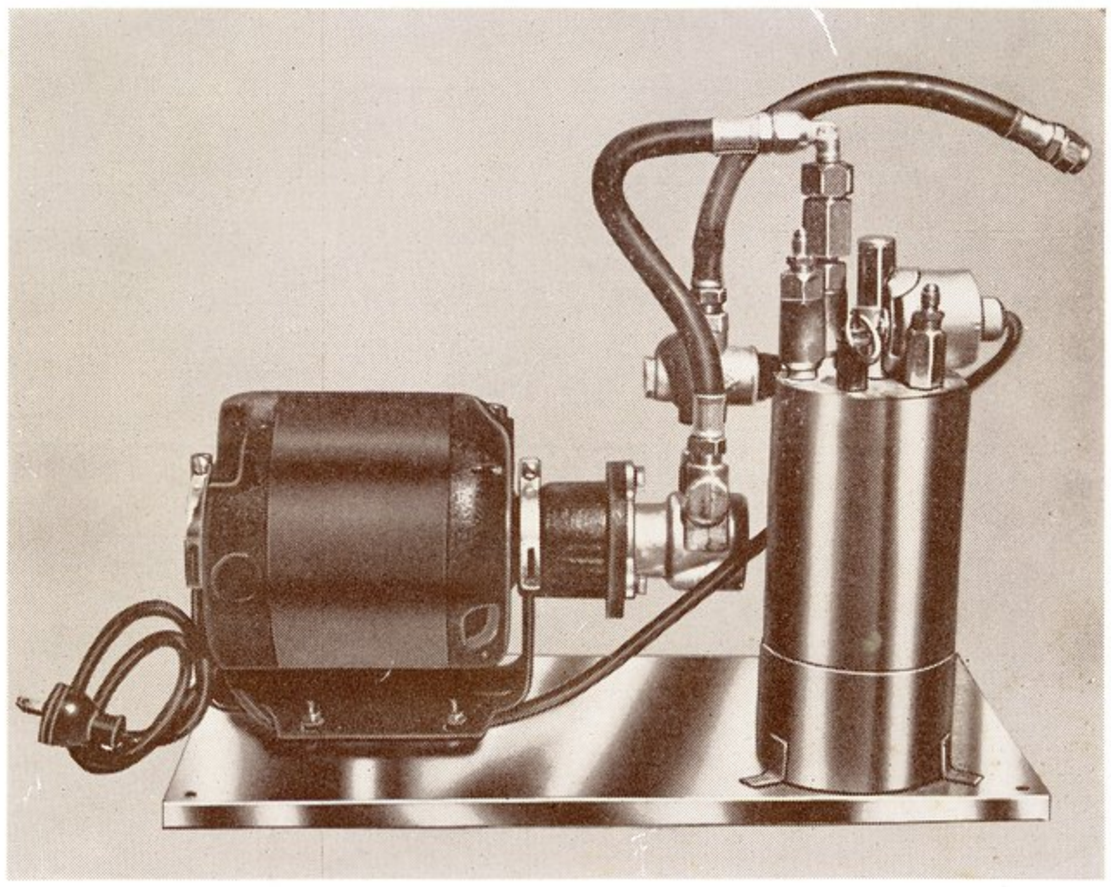


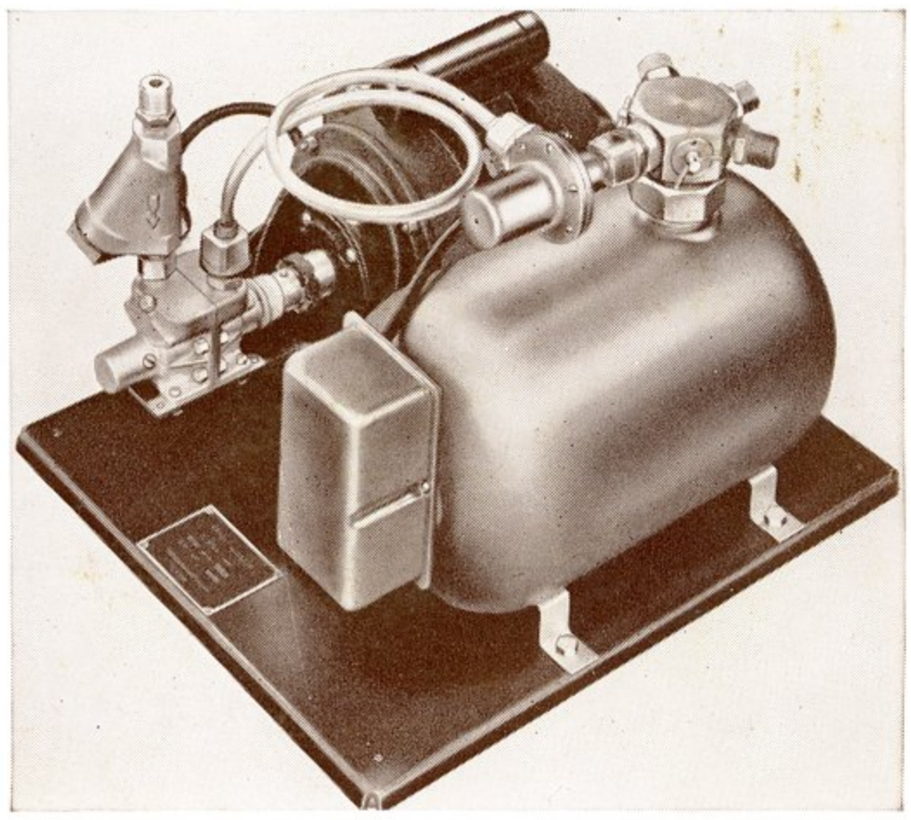
1. Bulk Ice Cream Compartments.
2. Pure Corkboard Insulation 4″ at bottom.
3. Pure Corkboard Insulation at all walls.
4. Copper Refrigeration Tubes.
5. Brick Ice Cream Compartment.
6. Molded Rubber, Cork Insulated Lids.
7. Crushed Fruit Jars.
8. Drip Pan.
9. Spoon Holder.
10. Draft Arm Shut-Off Valve.
11. Draft Arm.
12. Draft Arm Nozzle.
13. Fruit Jars.
14. Syrup Pump.
15. Cold Storage Compartment and Refrigeration Coil.
16. Refrigeration Tube for Syrups and Fruits.

17 & 18. Temperature Controls.

19. Drain Tube.
20. Soda and Plain Water Cooler.
21. Standpipe.
22. Cold Storage Compartment.
23. Drain.







CARBONATION
–secret of fountain success

Most of the cold drinks served at your fountain are carbonated. Therefore, nothing is more important to the successful operation of your fountain than cold, properly-carbonated water to make drinks sparkling, full-flavored and fully satisfying in quality.

Water is carbonated by combining it with carbonic acid gas (CO_2). This is done in a sealed chamber by forcing gas under pressure into the water. The colder the water, the more easily it absorbs gas, and the longer it retains the charge.

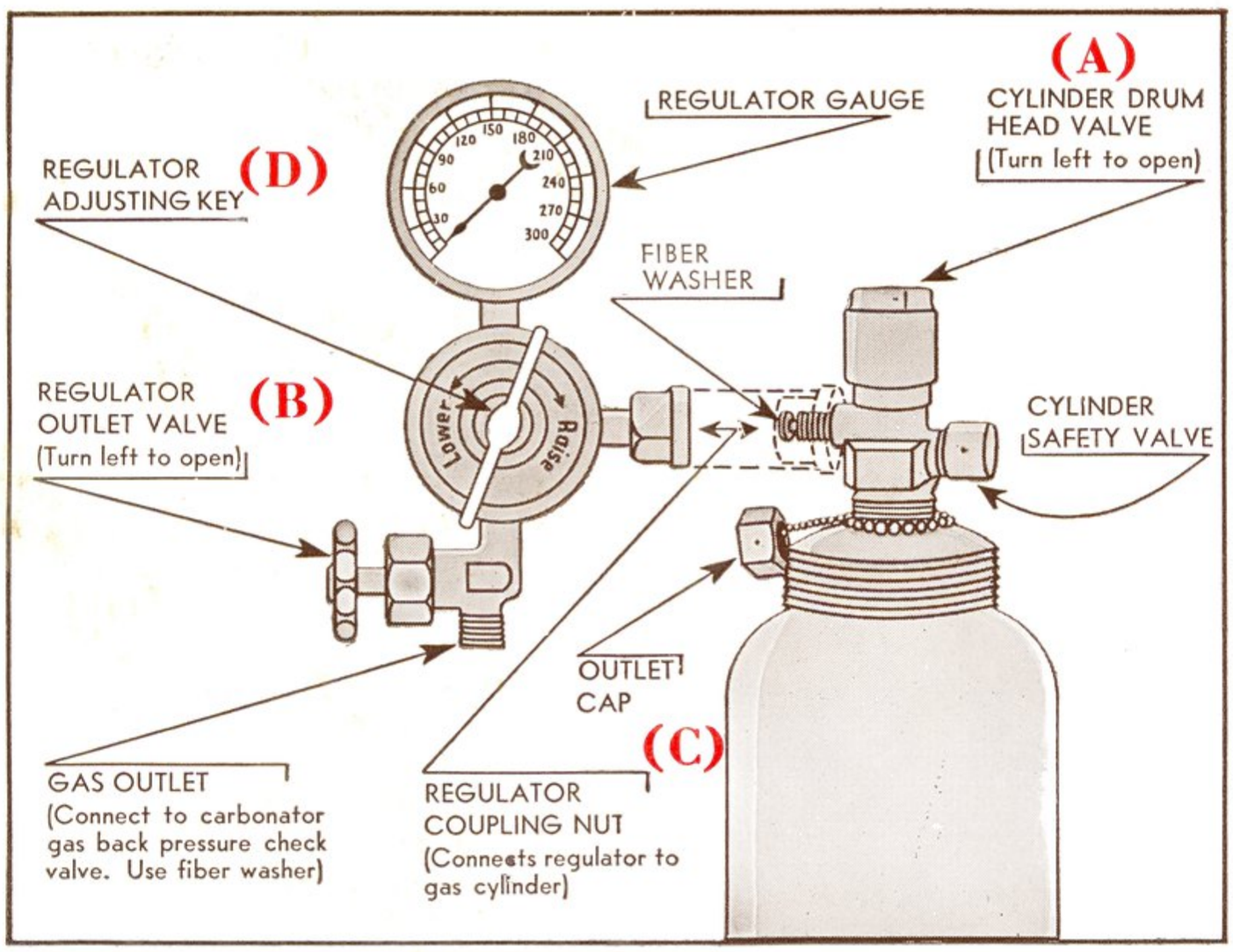
The carbonator is a relatively simple machine to operate. With a little attention and proper care, it will give years of satisfactory service. The following practical suggestions on the care and operation of the carbonator will contribute much to the service of excellent carbonated water at your fountain. At the same time, they will add greatly to the life of the equipment.

THE GAS DRUM–source of carbonation

Drums for carbonic acid gas are made of drawn steel tubing and are built to withstand great pressure. As delivered, they contain liquid—gas reduced to liquid form by tremendous compression.

Each one is equipped with a safety valve set to blow out before internal pressure can explode the drum itself. Once this valve "pops off", the contents of a drum will escape. Drums, therefore, should always be stored in a cool place to keep the liquid from expanding and increasing pressure inside the gas drum.

Drums are classified by weight. They come, as a rule, in two sizes: 20-lb. drums and 50-lb. drums. These weights refer to the compressed liquid contents and are in addition to the tare weight usually indicated on the head of each drum.



How to change a gas drum

1. Close drum head valve (A) (clockwise).
2. Close regulator outlet valve (B) (clockwise).
3. Disconnect regulator from drum by removing regulator coupling nut (C). Gauge should drop to "0".
4. If gauge does not drop to "0", turn regulator key (D) clockwise to allow all gas to escape from the body of the regulator through the main connection.
5. Turn regulator key (D) counter-clockwise until it is free and loose and regulator is closed.
6. Put full drum in place of one being replaced. Couple regulator coupling nut (C) to new gas drum, first making certain that there is a good fiber washer at the connection.
7. Open drum head valve (A) all the way, turning it as far as it will go to bring packing up tight against the shoulder of the valve stem.
8. Turn regulator key (D) clockwise slowly until standard operating pressure, as indicated on the gauge, is reached. Unless you have a low pressure carbonator the standard operating pressure is 100 to 120 lbs., depending on the manufacturer's recommendation.
9. Open regulator outlet valve (B) slowly and release gas to carbonator. As pressure equalizes, open this valve all the way.

WASHERS: In gas connections and lines under high pressure, use fiber washers only. In lines carrying liquids or subject to relatively low pressures, rubber or leather washers should be used.

Keep gas turned on at all times to insure uniform well-carbonated water.

Test gas drum head valve with every drum change

The valve in the drum head is subject to full and unregulated pressure of gas inside the drum. This valve should be tested on every drum after it is connected. To test:

—Fill cup around valve stem with water or lather. If there is the slightest leak, bubbles will appear.

—To stop or prevent a leak, first make sure the drum head valve is wide open. By turning it as far as it will go, you bring the packing up tight against the shoulder of the valve stem.

—When this does not eliminate the leak, tighten the packing nut at the topmost part of the drum head connection. Use a wrench and turn clockwise.

The regulator gauge

The regulator in the carbonating system is mounted at the outlet of the gas drum. The regulator reduces and controls the pressure of carbonic acid gas before it enters the carbonator. The regulator gauge indicates gas pressure at the regulator outlet valve. (120 lbs. is standard pressure unless you have a low pressure carbonator.)

Testing regulator gauge

The regulator gauge should be tested every time a gas drum is changed and at least once every 60 to 90 days. Follow this procedure:

1. Close the drum head valve (clockwise).
2. Close the regulator outlet valve (clockwise).
3. Loosen the regulator coupling nut.
4. Turn regulator adjusting key clockwise until gas pressure in regulator is released and the needle on the regulator gauge drops to "0". Turn this adjusting key counter-clockwise until it is loose and free.
5. Tighten regulator coupling nut and open drum head valve slowly. (The regulator outlet valve remains closed.)
6. Check the reading of the needle on the gauge.

   If it remains at "0", the regulator seat is in good condition.

   If the needle rises but does not register more than 15 pounds pressure, the regulator is working satisfactorily within acceptable limits.

   If the needle creeps to 30 pounds pressure or more, the regulator needs immediate repair.

How to find and stop gas leaks

Whenever a fresh drum of CO_2 gas is connected to the carbonating system, open the drum valve until the regulator gauge reaches maximum pressure (approximately 120 to 125 lbs.) and then close drum valve.

If the needle of the gauge on the regulator continues to drop, there is a leak in the system. Due to some absorption of gas in the water in the carbonator, the needle may drop a few pounds, but it should then come to a stop if there is no leak.

If a leak is found by this method, proceed to locate it as follows:

You can test the carbonation system for gas leaks by applying shaving soap lather with a shaving brush to all joints, connections, and valves. If there is a leak, bubbles will appear.

If gas is escaping at the stem of the drum head valve, open valve all the way. Usually this closes a leak through the packing around valve stem. Also tighten packing nut to keep gas from escaping through packing.

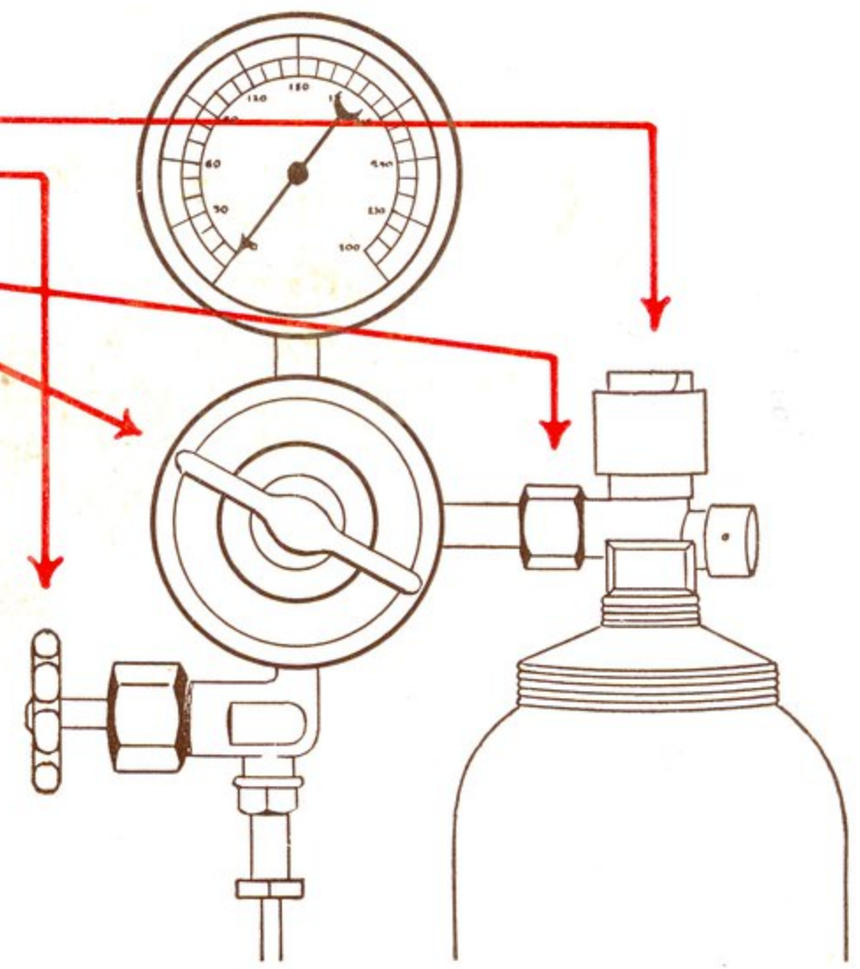
Make sure that the regulator coupling nut and regulator valve coupling are tight and that both contain a good fiber washer.

Make sure that the water back-pressure check valve is functioning properly.

Sometimes it is difficult to detect a leak in the regulator gauge. In checking here apply the lather generously, and watch closely.

If a leak occurs near either end of a hose, cut off the defective end and refasten hose with clamps. Otherwise, replace hose.

Be sure to check the packing at both ends of agitator shaft. If gas is leaking here, turn packing nut up a quarter or a half turn—just enough to stop the leak. Then, rotate drive wheel several turns to make sure that packing nut is not so tight that it binds and overloads motor.



CARBONATOR TROUBLE CHART

CAUTION: ***Avoid Injuries By Always Cutting Off Power Before Working On Carbonator.***

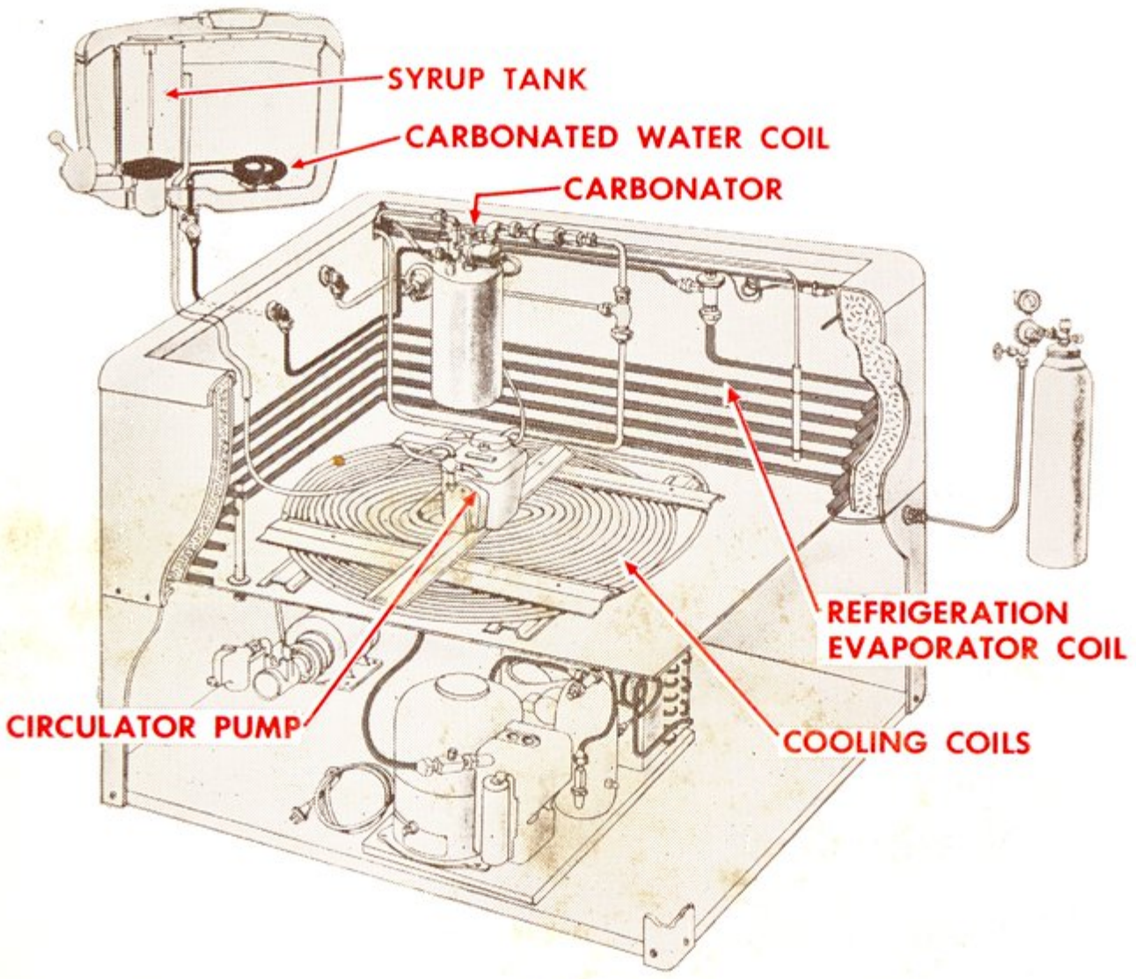
TROUBLE	CAUSE	REMEDY
No carbonated water.	Water supply shut off. Air-bound water pump. Worn pump checks. Clogged water inlet screen. Clogged filter.	Re-establish source. Vent pump. Replace. Clean.
Flat carbonated water.	Gas drum empty or low. Gas turned off. Regulator gauge set too low. Gas line closed by smashed washer. Broken agitator shaft. Agitator sprocket or pulleys loose. Water pressure too high (over 50 pounds).	Connect full drum. Turn on gas. Increase gas pressure. Replace fiber washer. Replace. Tighten. Adjust if possible or install pressure reducer.
Metallic taste.	Block-tin lining damaged. Carbonated water backing up into city water line. Carbonated water line connected by mistake to brass or copper water coils instead of block tin.	Repair lining. Clean water back-pressure check valve, replace washer. Make proper connection.
Carbonated water off taste.	Oil, dirt or grease inside carbonator. Tainted gas.	Clean carbonator. Sniff gas at drum head to determine if drum should be replaced.
Milky carbonated water.	Air in carbonator. Pump sucking air.	Vent carbonator. Adjust pump packing.
Gas flows from draft arms.	Water turned off. Electric motor not cutting on. Water pump failure.	Turn on. Call electrician. Repair pump.
Carbonator fills with water.	Water pressure too high. Gas pressure too low. Gas drum empty.	Adjust if possible, or install pressure reducer. Set regulator key to deliver proper gas pressure. Replace.
Carbonated water backs up into city water line.	Dirty or worn back-pressure check valve.	Clean or replace valve seats.

CARBONATOR TROUBLE CHART–Cont'd

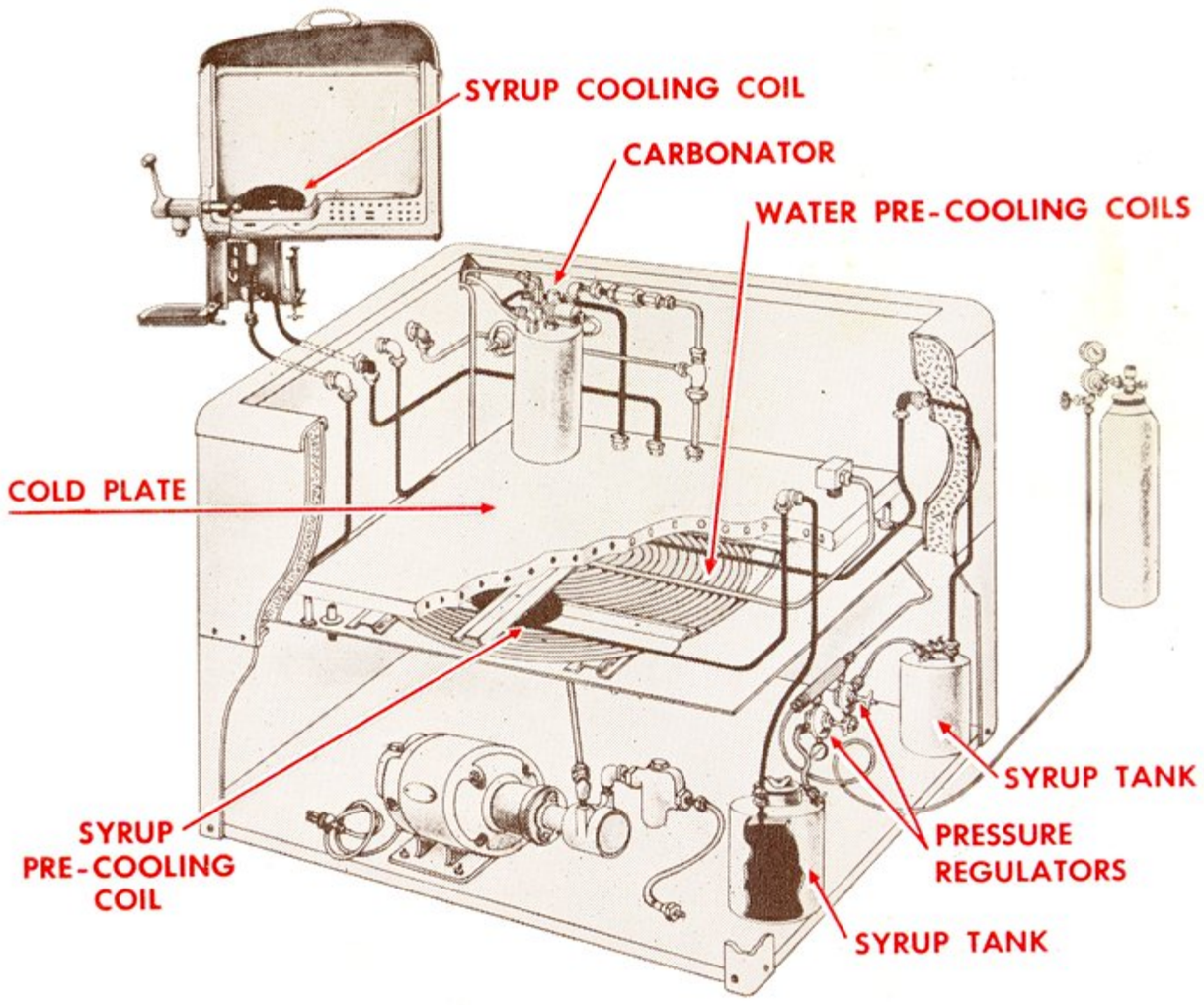
TROUBLE	CAUSE	REMEDY
Carbonator fails to cut on or off automatically.	Balancing rod pivot screw frozen.	Free and oil pivot screw.
	Balancing bucket hoses twisted.	Straighten hoses by lining up seams.
	Switch blade pivot frozen.	Free and oil pivot screw. Clean blade contact.
	No contact.	Clean corrosion from knife and fork contacts of switch with fine sandpaper or emery cloth.
	Clogged hose.	Uncouple and blow through hose.
	Trip rod out of adjustment.	Check adjusting nuts on trip rod for "on" and "off" switch control.
Excessive pumping.	Closed water supply valve.	Open valve.
	Water supply (building or city) shut off.	Re-establish source.
	Automatic switch out of order.	Check switch or call electrician.
	Interference with operation of balancing bucket.	Remove interference.
	Balancing rod out of adjustment.	Readjust.
	Weight too far out on arm of balancing rod.	Adjust position of weight.
	Water inlet screen clogged.	Remove and clean screen.
	Pump inlet or check valve out of order.	Call serviceman.
	Swollen washers in hose couplings obstruct flow of water.	Replace washers.
	Hose to balancing bucket twisted.	Straighten hose by lining up seams.
Carbonator pounds when running.	Air in pump.	Vent pump.
	Water inlet screen plugged.	Remove and clean.
	Scale in pipe.	Remove scale.
	Undetermined.	Try installing a short length of hose in water line to carbonator—this will cushion and absorb shock of water hammer.

***SAFETY FIRST!** Prevent Accidents . . . Always*
Turn Off Power Before Working on Carbonator.

SELF-CONTAINED EQUIPMENT



**Gravity Syrup System—
Mechanical Refrigeration**



**Pressurized Syrup System—
Ice Refrigeration**

Self-Contained Equipment

SELECTION OF EQUIPMENT

Self-contained equipment for the dispensing of beverages represents an investment in a new and profitable source of revenue.

Careful consideration should be given to the selection of equipment to be purchased. The rated capacity of the unit should be adequate to satisfy peak demands.

In design the equipment should provide for the dispensing of properly proportioned, well carbonated beverages at temperatures below 40°, and should afford an effective merchandising appeal.

CARE OF EQUIPMENT

Proper Maintenance = Customer Satisfaction

The installation of all self-contained equipment should be made according to the manufacturer's installation instructions, and operating conditions, adjustments, etc. should conform with the manufacturer's specifications.

Additional information which may also prove helpful can be found in other sections of this booklet. Suggestions for care and operation of the carbonator and CO_2 supply are offered on pages 21 through 25. Care and operation of the dispenser is covered in section 4, pages 35 through 39.

In addition to the mechanical advantages of the dispenser, this unit is a forceful merchandiser. A good appearance pays dividends.

The refrigeration compartment, or cooler box, should be flushed with hose once each week and thoroughly cleaned with baking soda solution (one pound baking soda to each one or two gallons of water) semi-annually, thus providing maximum refrigeration efficiency. Stand pipes should be retained in place and drains kept open at all times when equipment is in operation. Clogging of stand pipes or drains results in excessive water bath and reduces refrigeration efficiency. Removal of the standpipe eliminates the water bath and also reduces refrigeration efficiency.

Where cooling coils (Figure 1) are used, the water bath should be maintained at the predetermined level, usually covering all coils.

Units equipped with cold plates (Figure 2) may or may not incorporate the use of a water bath. The overflow provision incorporated in the standpipe determines the correct level of the water bath which *should not* contact the cold plate.

Where a pressurized syrup system is used (Figure 2), it is suggested that syrup tanks be clearly labeled, thus avoiding the possibility of mixing flavors. The pressure regulators in syrup lines should be frequently checked to assure constant pressure. Pressure change results in variation of ingredients in the finished product.

GENERAL OPERATION

Syrup tanks should be filled and all equipment properly iced well in advance of business hours. Check should be made to assure CO_2, electricity and water supply to the unit when preparing for operation.

OPERATION –Glassware

The Coca-Cola Glass is a Standard Fountain Package which Builds Business

The standard glass for Coca-Cola is a familiar "package" which people know and recognize. When you use the standard glass, you are selling Coca-Cola the way it has been and is being promoted by one of the largest, continuing advertising campaigns in America.

The widespread use of the glass gives Coca-Cola uniform identity in the minds of millions...standardizes service and protects profit for fountain owners everywhere.

Both "heat-treated" and regular glasses may be purchased from your wholesaler of Coca-Cola Syrup.

Customers Prefer Coca-Cola Served In the Standard Glass

Here's Why

1. The thin-blown glass creates a sense of refreshing coldness to the touch . . . actually *is* colder and stays colder longer because there is only a relatively small amount of glass to steal refrigeration.

2. The pleasing shape of the standard Coca-Cola glass fits the natural contour of the hand. It offers convenience as well as refreshment . . . carries immediate identification of the product.

3. The thin-blown glass provides greater enjoyment and satisfaction than any other type of container. Authorities and experience agree that all live, sparkling beverages are at the peak of their taste and flavor when served properly in thin glasses.

4. The hard, high polish of the Coca-Cola glass has eye-appeal—sparkling cleanliness which people enjoy at home and look for away from home.

More people drink Coca-Cola at fountains out of the Coca-Cola glass than out of any other kind.

Heat-treated Coca-Cola glass reduces breakage 65% to 80%

THEY'RE TOUGH.

Heat-treating provides armor against rough handling.

THEY'RE RUGGED.

Cold one second . . . steaming hot the next. They can "take it."

The "heat-treating" process of manufacturing glassware was developed for the hard usage of Army and Navy mess halls. The "heat-treated" Coca-Cola glass, made by this process, reduces breakage 65% to 80% . . . lasts 3 to 5 times longer than the regular glass.

You can easily figure how much a reduction of 65% to 80% in breakage means to you in increased income. Suppose, for example, that the *heat-treated* glass lasts only 3 times longer than the regular glass at your fountain. This means that one dozen of the *heat-treated* glasses gives you the service of 3 dozen regular glasses.

CONSTRUCTION FEATURES

1. The bulge just below the rim acts as a bumper . . . protects the rim . . . and provides a minimum surface for contact with other objects.

2. The side walls are thinner at the bulge — to retain cold where the bulk of the liquid is held.

3. The edge at the base is rounded to protect the bottom from chipping and cracking.

4. Extra thickness at the base gives added strength where needed.

5. The rim or bead is guaranteed* to resist chipping or cracking.

6. The trade-mark "Coca-Cola," etched in the glass, identifies the famous beverage for the buying public.

7. The graduated thickness and angle of the sidewall combine durability with attractive design.

8. The glass is double-annealed—to protect it against extreme changes in temperature.

*If any Coca-Cola glass becomes chipped on the rim from any cause, it will be replaced free or the purchase price will be refunded on its return by the dealer who purchased it originally. Because all glassware is fragile, the guarantee does not cover breakage.

This is the trade-marked package for fountain Coca-Cola . . . recognized . . . preferred . . . by customers everywhere

MERCHANDISING—
4-Point Promotion Plan

TARGET: YOUR STORE

Like arrows marked for the bull's-eye, thousands of potential customers for Coca-Cola are directed every day to the door of your store.

They are sent by a campaign of advertising and promotion that reaches practically everybody every day

MAGAZINES
reach many people—

NEWSPAPERS
reach many people—

POSTERS
are seen by almost all people.

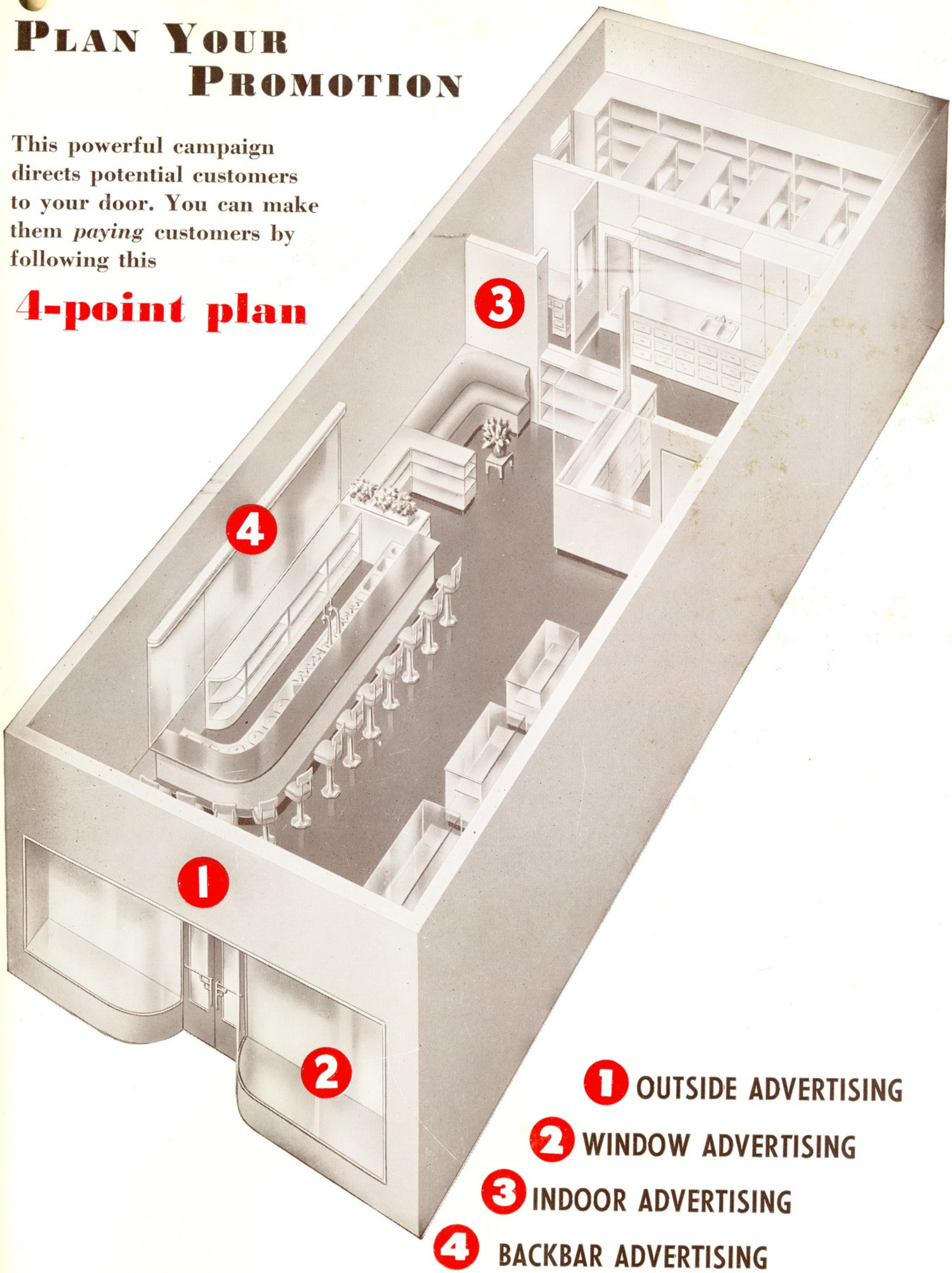
RADIO and TELEVISION
reach many people—

Coca-Cola is the most widely-advertised single trade-marked product in the world

Plan Your Promotion

This powerful campaign directs potential customers to your door. You can make them *paying* customers by following this

4-point plan



1. OUTSIDE ADVERTISING
2. WINDOW ADVERTISING
3. INDOOR ADVERTISING
4. BACKBAR ADVERTISING

MERCHANDISING
–Suggestions

These Merchandising Suggestions

Feature only fountain items at the fountain

Display and advertise at the fountain only fountain products. Your fountain represents a substantial investment. The substantial return which you can and ought to get from that investment can come only from merchandising profitable fountain items.

Use backbar as the fountain showcase

The backbar is the showcase of the soda fountain. Use the backbar to display fountain items and to present the sparkling appeal of gleaming glassware. A backbar with a display of glassware gives the entire fountain an atmosphere of cleanliness and wholesomeness.

Use special promotions to "sell" the fountain

Promote your fountain by sampling and advertising. The Coca-Cola Company furnishes sampling tickets free to help you build volume quickly with your new Dispenser. Consult the Coca-Cola salesman for full details.

Advertise the fountain to your community

Tell the people of your community or your neighborhood about your fountain. Feature your fountain with advertisements in newspapers, in school and college papers, in programs for special events in your town. Use material available to you, such as window displays, window strips, and store displays. Advertise the fountain *outside* and at other traffic spots *inside* your store.

NOT THIS . . .

Customers Are Repelled

An obstructed counter with cluttered backbar holds no promise of good things to eat and drink. In fact, it seems to warn the prospective customer: "This is not the place to stop for refreshment!"

BUT THIS . . .

Eye-Appeal Creates Sales!

A clean unobstructed counter with shining backbar is a constant invitation to customers to pause and be refreshed.

Increase Your Sales and Profits

Serve COCA-COLA WITH FOOD ORDERS FOR EXTRA PROFIT

Fountain owners who serve Coca-Cola with food enjoy increased earnings from both food items and Coca-Cola. Here are ways the idea makes and saves money for you:

- Low ingredient cost per serving.
- Only one container, not several, to wash and handle.
- No preliminary preparations necessary.
- Speeds service; you can take care of added customers in a given time.
- Customers expect to pay for a second serving.
- And they come back between meals for Coca-Cola.

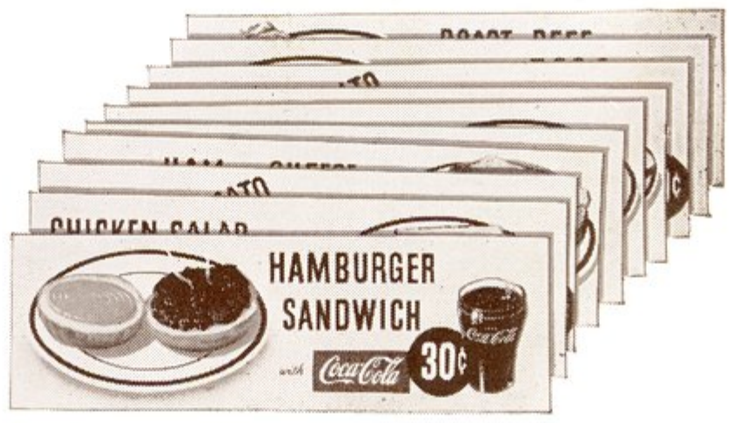
Yours for the asking. Separate price stickers enable you to promote the combinations at your prices. Use these displays to tie up with the national advertising that urges your customers to "lunch refreshed — with delicious ice-cold Coca-Cola."

How to increase your profit on both food and Coca-Cola

1. List "Coca-Cola" on your menus as a beverage choice with food orders.

2. Suggest Coca-Cola with food orders.

3. Use free displays to promote the sale of Coke with food at your fountain.



SANDWICH STRIPS

SANDWICH HANGERS

SANDWICH CHANNEL CARDS

The Soda Fountain is Your Most Profitable Department . . . Coca-Cola is Your Most Profitable Item

Here is an impressive, factual table that shows how Coca-Cola leads in store traffic, in dollar volume of sales, in profit, and in secondary sales. Check the figures on your present volume. Then see how many more people you can bring in and how much more you can make if you increased your sales of Coca-Cola by 1 gallon a week . . . 5 gallons . . . 10 gallons.

WHAT A YEAR'S SALES OF COCA-COLA MEAN TO YOU

Gallons Per Week	Customers per year	Annual Sales Volume $	Total Investment $	Annual Spread between sales and Cost of Merchandise $	Your Gross Profit (Spread divided by Sales) %	Yearly Number of Secondary Sales
1 Gal.	5,980	$299.00	$1.95	$197.60	66.1%	1,316
2 Gals.	11,960	$598.00	$3.90	$395.20	66.1%	2,631
3 Gals.	17,940	$897.00	$5.85	$592.80	66.1%	3,947
4 Gals.	23,920	$1,196.00	$7.60	$800.80	66.9%	5,262
5 Gals.	29,900	$1,495.00	$9.50	$1,001.00	66.9%	6,578
6 Gals.	35,880	$1,794.00	$11.40	$1,201.20	66.9%	7,894
7 Gals.	41,860	$2,093.00	$13.30	$1,401.40	66.9%	9,209
8 Gals.	47,840	$2,392.00	$14.80	$1,622.40	67.8%	10,525
9 Gals.	53,820	$2,691.00	$16.65	$1,825.20	67.8%	11,840
10 Gals.	59,800	$2,990.00	$18.50	$2,028.00	67.8%	13,156
11 Gals.	65,780	$3,289.00	$20.35	$2,230.80	67.8%	14,472
12 Gals.	71,760	$3,588.00	$22.20	$2,433.60	67.8%	15,787
13 Gals.	77,740	$3,887.00	$24.05	$2,636.40	67.8%	17,103
14 Gals.	83,720	$4,186.00	$25.90	$2,839.20	67.8%	18,418
16 Gals.	95,680	$4,784.00	$29.60	$3,244.80	67.8%	21,050
18 Gals.	107,640	$5,382.00	$33.30	$3,650.40	67.8%	23,681
20 Gals.	119,600	$5,980.00	$36.00	$4,108.00	68.6%	26,312
24 Gals.	143,520	$7,176.00	$43.20	$4,929.60	68.7%	31,574
28 Gals.	167,440	$8,372.00	$50.40	$5,751.20	68.7%	36,837
32 Gals.	191,360	$9,568.00	$57.60	$6,572.80	68.7%	42,099
36 Gals.	215,280	$10,764.00	$64.80	$7,394.40	68.7%	47,362
40 Gals.	239,200	$11,960.00	$72.00	$8,216.00	68.7%	52,624
50 Gals.	299,000	$14,950.00	$90.00	$10,270.00	68.7%	65,780

In the above table– The figures are based on 115 drinks to the gallon at customary selling price of 5 cents. On this basis, a gallon of Coca-Cola Syrup puts $5.75 in your cash drawer. You *sell* Coke for 3 times what you pay for it.

Note the tremendous volume you get on each dollar invested in Coca-Cola Syrup. In a year, on only one gallon a week, you take in $153.00 for every $1.00 of inventory. As your gallonage goes up, your sales per dollar of investment increase, too.

Turnover is impressive, also. You can turn your investment in Coca-Cola at least 52 times a year. Compare this with the drug store average of 2.5 stock turns annually.

The Dispenser for Coca-Cola is a *Profit Meter* for the Soda Fountain

These Dispensers for Coca-Cola serve 115 drinks to the gallon—This means: $5.75 in sales and full gross profit on every gallon of Coca-Cola Syrup you sell.

Owners know from happy experience that–

1. The Dispenser brings in full, uniform profit.
2. It increases gallonage because people favor a fountain with a Dispenser.
3. It speeds service—a complete drink in 5 seconds.
4. It cuts maintenance time 75%—a great boon at a busy fountain.
5. A Dispenser pays for itself in more drinks per gallon and increased gallons. As a matter of fact, a fountain without a Dispenser is paying for it without enjoying its benefits.
6. It has the merchandising appeal of sales-making, on-the-counter display.
7. It is nationally advertised. A Dispenser at your soda fountain makes all Coca-Cola advertising *your advertising*.

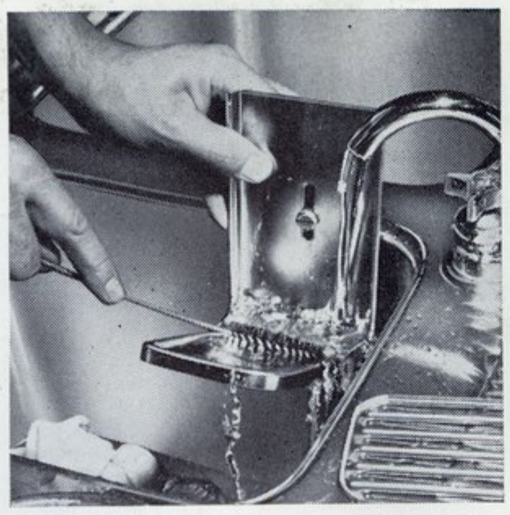
Customers know from happy experience that–

1. A Dispenser for Coca-Cola serves a drink with the right amount of syrup.
2. It serves a fully carbonated drink.
3. It serves a properly mixed drink.
4. It serves Coca-Cola properly refrigerated — always below 40°.
5. It serves refreshing Coca-Cola fast — a complete drink in five seconds.

DISPENSERS—
Dole Super

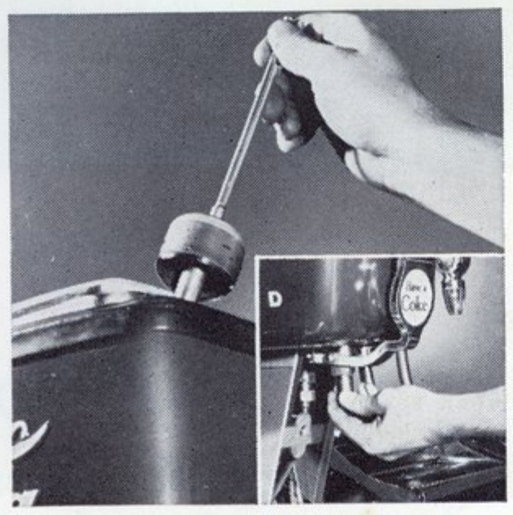
20 Minutes Once a Week Protects Your Investment if You Follow these Simple Cleaning Instructions

1.
Remove drip pan assembly.



6.
Clean drip pan and drip pan drain hose with long handled flexible brush. Re-assemble.

2.
Remove cover of dispenser and lid of syrup tank. Place a clean, dry container of adequate size under nozzle. Lift and remove air vent tube which allows syrup to drain. (In the continuous flow dispenser there is a syrup orifice in the nozzle. The orifice should be cleaned every week. The special hexagon sprocket wrench provided with each dispenser will remove the orifice for cleaning purposes.)



7.
Replace air vent tube in syrup tank. If dispenser is continuous flow type, replace syrup orifice in nozzle.

3.
While syrup is draining, remove ice from ice compartment. Clean ice compartment and syrup tank with warm soapy water. Rinse thoroughly. (Half-inch, shower-type rubber hose recommended for flushing.) It is not necessary to remove syrup tank.

8.
Fill syrup tank with cold syrup. Do not fill above top of air vent tube.

4.
Clean cabinet drain with long handled flexible brush.

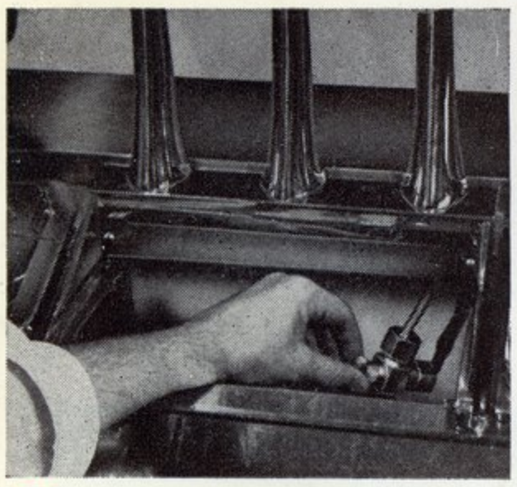
9.
Fill ice compartment with egg-sized ice. Replace cover.

5.
Clean nozzle with small brush and flush with carbonated water by pulling handle down, but do not attempt to remove nozzle.

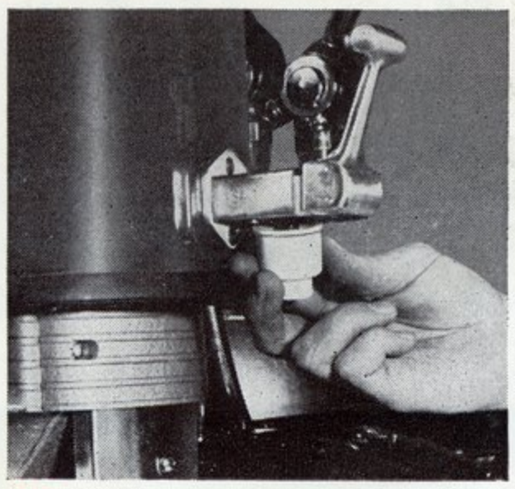
On Continuous Flow Dispenser—

If syrup throw is light, clean orifice and air vent tube. If drink flows slow and tastes too sweet, check gas pressure at carbonator. Adjust pressure for 5 seconds drawing time.

Care and Operation of Selmix Dispensers
Weekly Cleaning Requires 20 Minutes



1. Turn off carbonated water at shut-off valve (located under draft arm or on dispenser base.)



2. Remove nozzle and syrup orifice from valve.

3. Remove cover of dispenser and lid of syrup tank. Place a clean, dry container under valve. Lift air vent tube with float assembly from syrup tank. Press valve handle all the way in. Syrup will then drain.

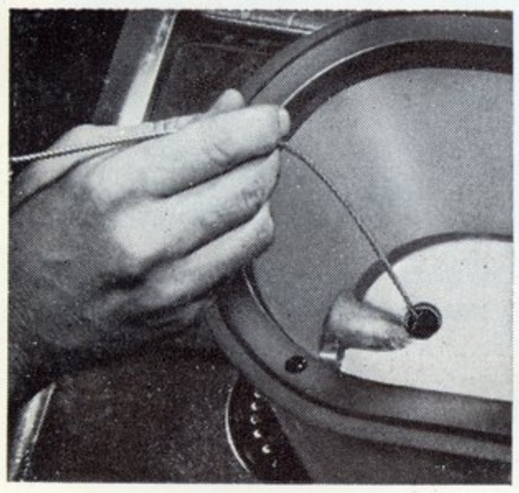
4. Remove ice from ice compartment.

5. Clean dispensing valve by pouring warm water into tank, and drawing it through the valve by working handle back and forth.

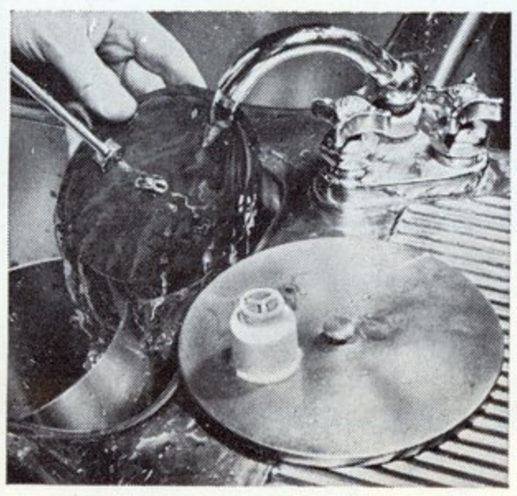
6. Remove syrup tank by releasing latch and moving tank toward rear of cabinet before lifting out.

7. Clean syrup tank thoroughly with warm soapy water and cloth. Rinse thoroughly.

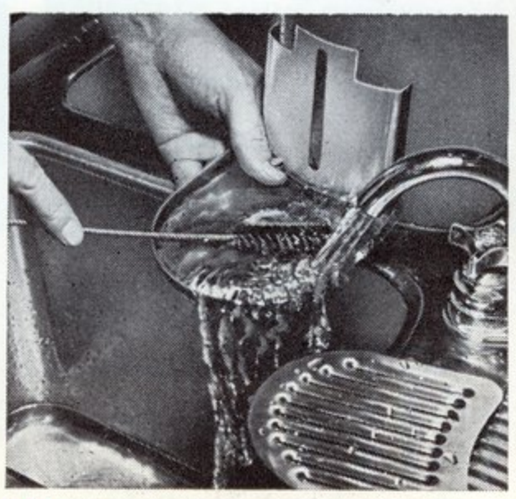
8. Clean ice compartment with warm soapy water. (Half-inch shower-type rubber hose recommended for flushing.)



9. Clean cabinet drain with long-handled brush.



10. Clean nozzle, syrup orifice, and air vent float assembly with warm soapy water.



11. Clean drip pan and drip pan drain hose with long-handled flexible brush.

12. Reassemble dispenser and rinse thoroughly with cold water.

13. Fill thoroughly-dried syrup tank with cold syrup. Do not fill above top of air vent tube.

14. Fill ice compartment with egg-sized ice.

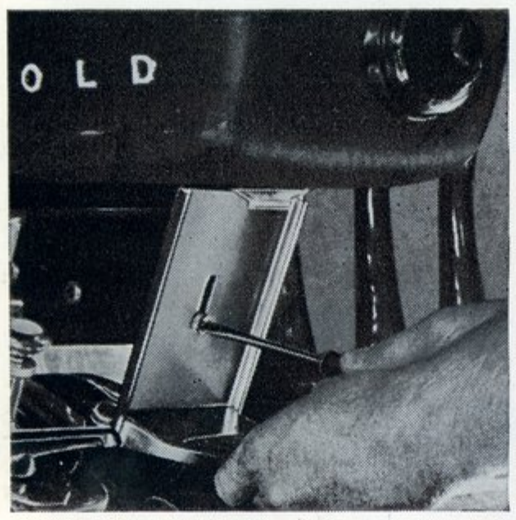
15. Replace cover and open carbonated water valve.

Practical Operating Suggestions

1. Be sure handle is pushed in all the way when drawing a drink.
2. If syrup throw is light, clean nozzle, syrup orifice and air vent tube assembly. Float must operate freely to function correctly.
3. If syrup throw is heavy, check to see that float (in syrup tank) is not binding or sticking. See that float assembly is properly seated in bottom of syrup tank. Check gas pressure and flow of carbonated water. Pressure and water flow should be sufficient to fill 6 ounce glass in 4 to 5 seconds.

DISPENSERS—
Dole Deluxe

Protect Your Investment by Following These Simple Cleaning Instructions 20 Minutes Once Each Week



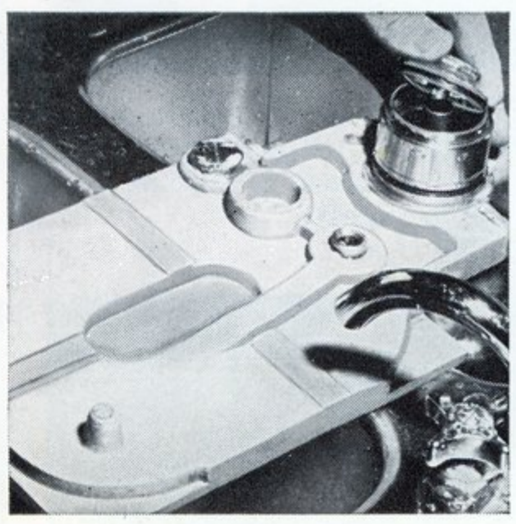
1. Loosen knurled nut on face of drip pan assembly and remove drip pan from dispenser.

2. Shut off carbonated water supply by closing shut-off valve located at point where carbonated water enters the dispenser.

3. Remove cover of dispenser and lid of syrup tank. Place a clean, dry container under nozzle. Remove air vent tube. Syrup will drain.

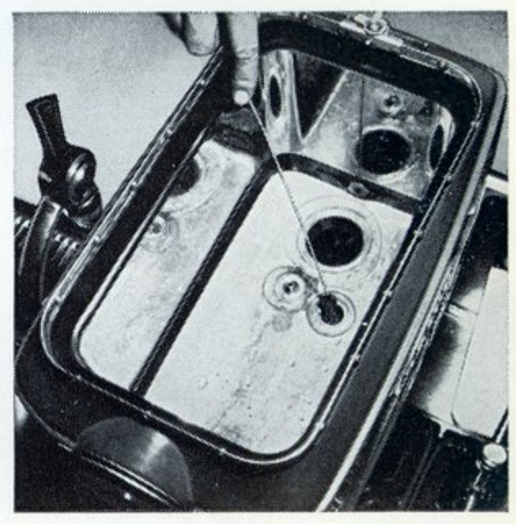
4. While syrup is draining, remove ice from ice compartment.

5. Unfasten syrup tank latch. Place hand under outlet nozzle. Push upward. Grasp wall of syrup tank with other hand and lift, removing inner assembly.

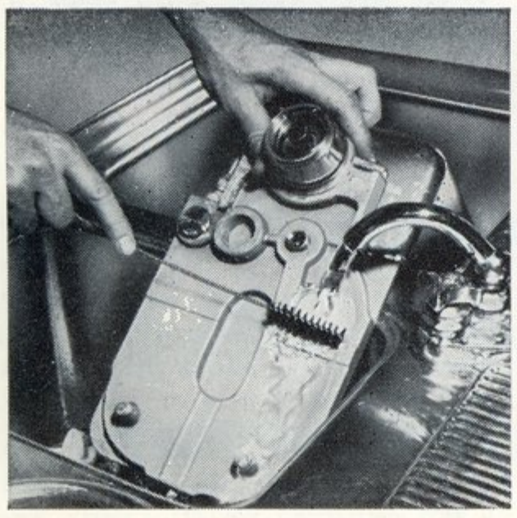


6. Remove plastic nozzle from inner assembly and clean thoroughly.

7. Clean ice compartment with warm soapy water. Rinse thoroughly. (Half-inch shower-type rubber hose recommended for flushing.)

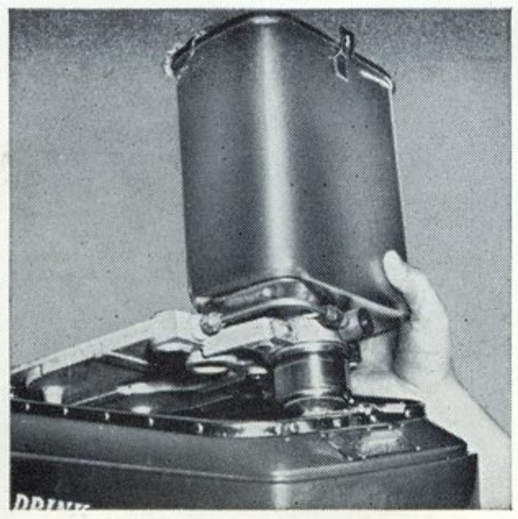


8. Clean cabinet drain with long handled flexible brush.



9. Thoroughly clean inner assembly with warm running water and brush. Flush assembly with clean water. Dry inside of syrup tank.

10. Replace cover of dispenser and turn on carbonated water supply to flush inlet valve and line.



11. Cut off carbonated water. Remove cover. Reassemble unit.

12. Clean drip pan and drain hose with long handled flexible brush.

13. Fill syrup tank with cold syrup. Do not fill above top of air vent tube.

14. Fill ice compartment with egg-sized ice.

15. Open carbonated water valve.

16. Replace drip pan assembly. Replace cover.

Special Requirements . . . Dole Deluxe Dispenser

The Dole Deluxe dispenser is designed to operate on 120 pounds of gas pressure. Pressure below 60 pounds results in no flow of either carbonated water or syrup.

Make sure inner assembly is locked in correct position or carbonated water inlet may leak. If it does, remove inner assembly and replace seal ring washer on carbonated water stud.

Operating Instructions for Dole Super, Selmix and Dole Deluxe Dispensers for Coca-Cola

To operate properly, a dispenser for Coca-Cola requires:

(1) A sufficient flow of syrup.

(2) An adequate supply of cold carbonated water under proper pressure.

(3) Refrigeration to dispense drinks at 40° or below.

If you draw a drink with insufficient or no syrup—if you draw a drink with no carbonated water or with an extremely slow flow—if you draw a drink which is not ice-cold (40°)—check as follows:

1. SYRUP

a. Make sure that CO_2 gas pressure is correct. Correct pressure dispenses a drink in exactly 5 seconds.

b. Make sure that there is syrup in the tank.

c. Make sure that the syrup tank has not been filled above the top of the air vent tube.

d. Make sure that the air vent tube is clean and unobstructed.

2. CARBONATED WATER

a. Make sure that carbonated water cut-off valve is open.

b. Make sure carbonator is operating properly. If not, refer to pages 24 and 25 of this book.

c. Check regulator gauge on gas drum to make sure that gas is at operating pressure to dispense a drink in 5 seconds. If it is not, refer to pages 22 and 23.

d. Make sure that strainer is clean.

—In Dole Deluxe, strainer is at bottom of cold plate below hexagon nut.

—In Dole Super, strainer is inside ice compartment below slotted nut.

—Selmix has no strainer.

e. Make sure adequate supply of carbonated water is reaching dispenser. To determine, break lead line directly under cabinet, and bleed line for 2 minutes. If insufficient flow, check for frozen or obstructed lead line.

3. REFRIGERATION

a. Make sure that ice compartment is filled with cracked ice (egg size).

b. Make sure that water drain is clean and unobstructed.

c. Make sure that supply of carbonated water from soda fountain is properly chilled. Check temperature of carbonated water at a draft arm. If water is not cold enough, (40° or below) call refrigeration serviceman.

Since 1886, the steadily increasing demand for Coca-Cola has meant a growing business for soda fountain operators. Today, millions of people of all ages everywhere pause to make Coke a refreshing part of their everyday life.

Month after month and year after year, continuous advertising builds a new and even greater demand for "the best known product in the world." The share you get of this ever-growing business depends not only on Coca-Cola advertising but also on the policies that you follow in your store.

. . . If you select and train personnel carefully and with an understanding of the importance of salesmanship in your store,

. . . If the operation and maintenance of your fountain are based on the realization that nothing is as important as *quality* in building sales and in creating customers who keep coming back,

. . . And if you employ skillful merchandising to make all Coca-Cola advertising and promotion work for your fountain and your store,

—your volume on your most profitable item will grow and grow. And you will get an ever-increasing share of the store traffic, the profits, and the secondary sales which Coca-Cola brings to retail merchants everywhere.

Fountain Sales Department The Coca-Cola Company

When it comes to refreshment,
more people
ask for Coca-Cola
than any other soft drink
in the world!

"The Pause that Refreshes" with
delicious Coca-Cola,
means PROFIT
for you.

It pays to push the fountain PROFIT leader